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Research Product 88-07

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# The Army Communications Objectives Measurement System (ACOMS): Parental Users' Manual

Westat, Inc.



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U.S. Army Research Institute  
for the Behavioral and Social Sciences

July 1988

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This report documents the Army Communications Objectives Measurement System (ACOMS) parental survey data files; it contains instructions for the use of the documentation, the ACOMS Cumulative Change Form, the ACOMS Annotated Questionnaire that documents the survey questionnaire items, variable names listed both alphabetically and by order number, and the ACOMS Codebook, which documents the contents of the data files. The ACOMS parental interviews are linked to a telephone survey of a nationally representative sample of 16- to 20-year-old American youth in the Army's primary recruiting markets. The survey tracked changes in perceptions, attitudes, and behaviors relevant to Army advertising. Data were collected continuously through the year, using computer-assisted-telephone-interviewing (CATI) technology. Random digit dialing (RDD), involving a modified Waksberg method, was used to identify eligible respondents. The 20-minute interview asked parents about their responses to Army advertising, media habits, and various demographic characteristics.			
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Research Product 88-07

**The Army Communications Objectives  
Measurement System (ACOMS):  
Parental Users' Manual**

Westat, Inc.

for

**Contracting Officer's Representatives  
Timothy W. Elig and Michael E. Benedict**

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## FOREWORD

The U.S. Army uses advertisements to affect the knowledge, attitudes, and behavioral intentions of youth and such significant influencers as parents to effectively recruit manpower. Army advertising development and execution is guided by a positioning statement and by specific, measurable objectives. This report documents the data files from the main survey conducted to measure the achievement of those objectives under the Army Communications Objectives Measurement System (ACOMS), which supports Army assessments of advertising program strategies and effectiveness. ACOMS also supports both planning for future strategy and increasing the operational efficiency of Army advertising programs.

ACOMS was developed to meet the needs of Army policy makers and operational managers through a cooperative effort with a Special Advisory Group (SAG) of representatives from the staffs of the Office of the Deputy Chief of Staff for Personnel, the U.S. Army Recruiting Command, the U.S. Army Reserve Officers' Training Corps Cadet Command, and the Office of the Chief of the Army Reserve. These offices have also provided the funding.

The participation of the U.S. Army Research Institute (ARI) in this cooperative effort is part of an on-going research program designed to enhance the quality of Army personnel. This work is an essential part of the mission of ARI's Manpower and Personnel Policy Research Group (MPPRG) to conduct research to improve the Army's capability to effectively and efficiently recruit its personnel. Specific efforts on ACOMS were undertaken at the direction of the Deputy Chief of Staff for Personnel (references: Message 2614317 NOV 84, subject: "Operation Image-Watchdog," and Memorandum for Record, ODCSPER, DATE-ZXA, 3 Feb 86, subject: Army Communications Objectives Survey (ACOMS)). Results from analyses of the data files were briefed to the SAG on 2 September 1987 and 23 November 1987. Highlights were also briefed to the Deputy Chief of Staff for Personnel on 21 September 1987 and to the Commander of the U.S. Army Recruiting Command on 7 April 1988.



EDGAR M. JOHNSON  
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## PREFACE

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This report presents the survey data collected for Project Image Watch-Dog, "Army Communications Objectives Measurement System (ACOMS)." The project addresses the personnel accessioning system responsible each year for obtaining from the non-prior-service youth market over 200,000 volunteers for the Army enlisted and warrant officer force. The U.S. Army Reserve Officers' Training Corps (ROTC) Cadet Command is responsible for attracting over 37,000 high-quality youth as college freshmen at 4-year colleges. To effectively recruit in the youth market, various components of the U.S. Army use advertisements to produce changes in the knowledge, attitudes, and behavioral intentions of youth and such significant influencers as peers and parents. ACOMS provides a measurement and analysis system to support Army

- (1) assessments of advertising program effectiveness;
- (2) assessments of advertising strategy efficiencies;
- (3) management of the advertising program; and
- (4) planning and development of new marketing strategies and segmentation.

The planning for this research was initiated in 1984. ACOMS developed out of work performed for a series of advertising effectiveness conferences directed by the U.S. Army Recruiting Command (USAREC) at the request of the Deputy Chief of Staff for Personnel (DCSPER), who met with the Commander of USAREC, the Chief of the Army Reserve, the Director of the Army National Guard, and the Deputy Chief of Staff of Training and Doctrine Command for ROTC in November of 1984 to review the results of these conferences. These officers approved the mission requirements for ACOMS prepared by their staffs as well as the basic research plan prepared by ARI. The DCSPER directed ARI to develop and monitor research plans and necessary contract efforts for ACOMS with guidance from a Special Advisory Group (SAG) from the involved Army offices. The Defense Manpower Data Center was added in a special technical advisory capacity before the first meeting of the SAG.

The SAG was intimately involved in refining the mission requirements for ACOMS throughout the procurement process that led to the selection in 1985 of Westat, Inc., as the ACOMS contractor. Scientists from Westat and the Army community, together with a multitude of advisors, developed and refined the research plans for the ACOMS Survey Design (Nieva & Elig, 1988) and the ACOMS Survey Analysis Plan (Gaertner & Elig, 1988). In addition to guidance from the SAG, plans for ACOMS benefited from advice concerning sampling, weighting, and estimation from a Statistical Advisory Panel.

The Users' Manual for youth data and the Parental Users' Manual document the data files for the main survey conducted for ACOMS. These reports allow detailed analyses of specific policy and operational concerns.

Extensive data analyses have been conducted by Westat. Results of these analyses are reported separately in a series of reports. The most comprehensive of these reports are The Army Communications Objectives Measurement System (ACOMS): Annual report, School Year 86/87 and The Army Communications Objectives Measurement System (ACOMS): Quarterly Reports. Additional analyses of a somewhat more limited nature may be found in The Message Content of Advertisements for Active Army Enlistments and The Army Communications Objectives Measurement System (ACOMS): "Tour of Duty" Viewing Patterns.

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THE ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM (ACOMS):  
PARENTAL USERS' MANUAL

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THE ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM (ACOMS):  
PARENTAL USERS' MANUAL

Introduction

The Army Communications Objectives Measurement System (ACOMS) survey was designed to provide timely information to Army policymakers and advertising planners regarding key market responses expected to be sensitive to changes in the Army's advertising plans (see Nieva & Elig, 1988). ACOMS survey data were collected between 13 October 1986 and 31 December 1987. During that time, 4,144 parents of youth between 16 and 20 years of age completed the 30-minute ACOMS youth interview (see Nieva, Rhoads, & Elig, 1988). This users' manual provides basic accessing and background information needed for using the data set, documentation of all changes to the parental instrument during the data collection period, an annotated questionnaire, variables lists, and codebook. A second volume is also available for the youth data (Westat, Inc., 1988). Interpretive analyses appear in The Army Communications Objectives Measurement System (ACOMS): Annual report, school year 86/87 (Nieva, Gaertner, Elig & Benedict, 1988). Quarterly reports are also available (Gaertner, Nieva, Elig & Benedict, 1988).

The overview section of this volume provides a brief description of the major elements of the ACOMS project. It discusses the basic objectives of the project, the major design and sampling elements of the ACOMS survey, and the structure of the youth and parental questionnaires.

The guidelines for analysis provide information necessary for accessing the five quarterly data sets and combining data sets across quarters. Additionally, this section contains a discussion of the analytic implications of ACOMS' complex sample design and questionnaire structure. Procedural guidelines are provided on the use of sample weights and software for computing standard errors.

Appendix A contains the cumulative change forms showing all changes that were made to the youth and parental questionnaires, listed by the quarter in which the change was made.

In Appendix B, the Annotated Parental Questionnaire documents all parental questionnaire items, along with instructions for question sequencing and skip patterns. The extensive annotation accompanying the questionnaire items makes this the most important document for ACOMS analysts. Analysts may use the Annotated Questionnaire to understand the internal programming of the survey instrument, as well as the subpopulations relevant to each question.

Appendixes C and D contain variable names listed alphabetically and by data base order number, respectively.

Appendix E contains the Parental Codebook. The Parental Codebook describes all variables in the ACOMS parental survey data files. In addition to the questionnaire variables, the codebook documents additional coded and derived variables, operational variables used in Computer-assisted telephone interviewing (CATI) programming, and weighting variables.

Appendix F is a description of the unitized verbatim responses to the open-ended questions (KR-15 and KR-17).

### An Overview of the Army Communications Objectives System (ACOMS)

#### ACOMS Objectives

In an era when manpower experts are predicting increased difficulties for recruiting into military service, it becomes increasingly important for the U.S. Army to improve understanding and management of the factors that enable it to meet its manpower goals. Advertising communications represent one such factor.

Advertising is used extensively by the various Army components--the active Army, the U.S. Army Reserve (USAR), the Army Reserve Officers' Training Corps (ROTC), and the Army National Guard (ARNG)--to induce changes in the knowledge, attitudes, and behaviors of youth and their parents. Each year, the Army makes a sizable investment in the development and exposure of advertising communications intended to disseminate favorable Army images and to increase the enlistment propensity of eligible youth.

While in-house assessments have been conducted by the Army's main advertising contractor, and advertising has been touched upon by other youth surveys such as the Youth Attitude Tracking Survey (YATS), there had been no in-depth, independent examination of the effectiveness of Army communications prior to the Army Communications Objectives Measurement System (ACOMS) effort. ACOMS was designed to help the Army monitor and evaluate its advertising communications program and to provide ongoing measurement of the extent to which Army communications meet the communications objectives for different target groups (Nieva & Elig, 1988).

The objectives of ACOMS were:

- (1) To support Army assessments of advertising program effectiveness in a timely fashion;
- (2) To support Army assessments of advertising strategy in an integrated framework; and
- (3) To support Army advertising management and planning for future strategy.



ACOMS was designed to monitor and assess the effectiveness of the Army's advertising communications program. Data collections were designed to track changes over time in levels of advertising recall, and subsequent effects on the knowledge, attitudes, intentions, and actions of youth and their parents. In addition, a longitudinal survey was designed to be part of ACOMS to further the understanding of the lagged and cumulative effects of advertising and of the relationships between advertising and other factors that influence the eventual enlistment decision.

Thus, ACOMS was designed to contribute to the development of behavioral and economic models of enlistment decision-making currently being developed by the Army Research Institute (ARI). As better models of the enlistment decision process are developed, more effective marketing strategies can be applied to help the Army attain its annual recruiting goals.

A second set of goals for ACOMS involved the use of ACOMS data to assess the Army's advertising strategy. ACOMS was designed to be used to examine the extent to which the Army's intended messages are actually exposed to, and perceived by, their target audiences. Advertising strategy can be supported by the analysis of ACOMS data to refine the definitions of the Army's major market segments. Reactions to advertising, media habits, and other variables can be analyzed for the major demographic segments of interest to the Army's recruiting categories, broken down by major regions. In addition, ACOMS was designed to support the identification and validation of new segments defined in both attitudinal and demographic terms. This information is important in determining the nature and extent of advertising to be directed at each segment.

ACOMS was designed so that the data would be useful in examining brand differentiation, for example, comparison of image elements--at several levels: differentiation among the active Army, Reserve, National Guard, and ROTC attributes; differentiation between the Army and other services' attributes; and differentiation between the Army's position and distinctive advantages vis-a-vis civilian alternatives (i.e., college and civilian employment). This information helps the Army make decisions on relative emphasis of various communications about different attributes and offers of the Army components. See Gaertner & Elig (1988) for details on the possible utilizations of the data that guided the development of the ACOMS survey effort.

#### The ACOMS Survey Overview

The following discussion provides sufficient detail for an understanding of the ACOMS survey effort. However, readers who need detailed information on the methodology are referred to Nieva & Elig (1988) for the survey design and to Nieva, Rhoads & Elig (1988) for the survey execution.

The ACOMS survey was designed as a continuous data collection effort to monitor the Army's advertising program over time. A national probability sample of youth and their parents was interviewed using computer-assisted telephone interviewing (CATI) technology. The Waksberg Random Digit Dialing (RDD) method was used to locate households with eligible youth.

Respondents were questioned regarding a variety of issues related to advertising and the enlistment decision process, e.g., their media habits, knowledge about various Army components and offers, perceptions of various Army attributes, and enlistment intentions and behaviors. Survey instruments for the youth and parental respondents are divided into a number of topical modules, the majority of which are parallel in form and content for the two groups. Because of the nature of the survey objectives and pragmatic limitations on respondent burden, the instruments have complex structures involving branching, random allocation of questions to subpopulations, and randomized ordering of list presentations. To a great extent, such a degree of instrument complexity was made possible by the sophistication of Westat's CATI technology.

The parental-linked sample. The ACOMS youth sample is described in detail in The ACOMS users' manual (Westat, Inc., 1988). The parental sample is linked to a particular subgroup of male and female youth respondents, the Primary Enlisted Market. The Primary Enlisted Market is defined as non-prior service youth who have a regular high school diploma or are currently in high school or college but who have not yet received a college degree. Note that this sample also includes anyone who is enrolled in a 2- or 4-year college even if they do not have a regular high school diploma.

The Primary Enlisted Market consists of the Primary Male Sample (PMS) and the Primary Female Sample (PFS). The ACOMS parental sample consists of parents of 16- to 20-year-old youth in the Primary Enlisted Market. As will be discussed in further detail in the guidelines for analysis section of this volume, this sample is not drawn from a population of parents, and the weighting scheme applied does not allow generalization of survey responses to all parents. Rather, it is a sample of parents linked to Primary Enlisted Market youth within the specified age range.

The term "parent" is defined broadly for this purpose. In addition to biological parents, the term "parent" is used to include step-parents, foster parents, guardians or adult relatives fulfilling the parental role. In the youth interview, the existence of more than one parental figure is ascertained. In cases where more than one parental figure was available, the youth respondents were allowed to choose the person they considered to function as their parental figure. It was not required that parents live in the same household as the youth respondent to be eligible for the interview.

The identification of this linked parental sample was conducted within the general RDD framework used to identify ACOMS-eligible youth. One parent (either male or female) in each household with a

16- to 20-year-old Primary Male Sample (PMS) or Primary Female Sample (PFS) youth was designated to be included in the linked parental sample. A random half of the households were designated for an interview of the father (or youth-selected father figure), and the other half of the households were designated for an interview with the mother (or youth-selected mother figure). If a parent or parent substitute of the designated sex was not available for the interview, no substitution (i.e., of the other sex parent) was made.

The selected parents were interviewed regarding a variety of topics parallel to those asked of the youth. For example, they were asked about their awareness of and attitudes toward Army and other service advertising. Other questions focused on knowledge about Army offers, and their perceptions about the Army and the other services. In addition to general questions like these, they were also asked questions specific to their hopes for and attempts to influence their son or daughter, who had been previously interviewed. (Further description of the parental interview follows.) In households with more than one youth eligible for the Primary Enlisted Market sample, one youth was randomly selected to be the "target youth" for the specific questions on the parental interview.

Parental interviews were conducted after completion of the youth interviews within a household. Therefore, if the eligible youth did not respond to the survey, the corresponding parent was not interviewed. Another implication is that the time frame in which the parental interviews occur could have lagged behind the interview of the youth by as much as four weeks. However, since the parental sample is linked to the youth sample, the parental data are labeled in terms of the quarter in which the linked youth were interviewed even if the parent was interviewed after the close of the quarter.

ACOMS questionnaires. Three survey instruments were used for ACOMS: the household screener, the youth questionnaire, and the parent questionnaire.

The household screener. The household screener is a brief (three-minute) instrument, and the screening interview was conducted with any knowledgeable household member in order to locate youth who were eligible for the full ACOMS interview. Since telephone numbers were contacted at random, the screener interview was used to identify and eliminate non-household telephone numbers (e.g., business and institutional telephone numbers) as well as households that did not have youth that fulfilled ACOMS age, education, and prior-service requirements.

The youth and parental questionnaires: the underlying conceptual model. The youth and parental interviews were designed with parallel modules that provide various measures of a modified Hierarchy of Effects model (Fishbein & Azjen, 1975) of Army advertising effectiveness. In brief, the model suggests that advertising affects multiple criteria of advertising effectiveness (i.e., recall of Army advertisements, positive perceptions about the Army, positive attitudes towards Army enlistment, intentions to enlist, and actual enlistment-related

behaviors) in a step-wise process. That is, advertising affects recall, which in turn affects attitudes toward the Army, which then influences actual behaviors related to enlistment.

The model also posits the importance of social influence, especially parental influence, on the youth's attraction to the Army. Parental attitudes towards the Army are affected by advertising in a step-wise process that parallels that found in youth. Eventually these attitudes are manifested in actual attempts to influence their sons and daughters to join the Army. Further discussion of the model is found in The ACOMS survey design (Nieva & Elig, 1988) and The ACOMS survey analysis plan (Gaertner & Elig, 1988).

The Youth Questionnaire. The youth interview provides the major measures of the dynamics and effects of Army advertising available in ACOMS. In accordance with the Hierarchy of Effects model, the youth interview is divided into 14 modules. In order to achieve a 30-minute average interview, a complex questionnaire structure was developed: eight questionnaire modules are "core" (i.e., asked of all respondents), and six are "rotating" (i.e., asked of a subset of respondents). Further, as described further below, the Perceptions module is divided into sections that are allocated to subsamples in conformance with the target markets of the various Army components. A more complete description of the Youth Questionnaire may be found in The ACOMS users' manual (Westat, Inc., 1988).

The Parental Questionnaire. The parental interview was constructed to parallel the youth interview (see Westat, Inc., 1988 for a complete discussion of the Youth Questionnaire). It contains eight modules in the following order:

- (1) Parental Influence (PI) which probes whether the parent has discussed military service with the target youth, his/her expectations for him/her, and beliefs that military service is a good or bad idea for most young men and women.
- (2) Importance of Attributes (IA) repeats the items in the youth version that assess the importance of attributes, but asks the parent about the importance of these attributes for the target youth.
- (3) Media Habits (MH) items are identical to those asked of the youth and focus on the amounts of television, radio, and print material the parent is regularly exposed to, and his/her favorite programs and print media.
- (4) Knowledge-Recall (KR) questions are nearly identical to those in the youth questionnaire and ask for unaided and aided recall of Army and other service advertising with questions in random order. The only difference is that some items ask knowledge of offers available to the target youth.

- (5) Attitudes Toward Army Advertising (AT) items address how much the parent likes and believes the advertisements he/she has heard or seen by asking the same items as those in the youth interview.
- (6) Perceptions/Beliefs (PE) items probe using nearly identical questions as those asked of the target youth the extent to which the Army (by component), other services, military service in general, college, and civilian employment offered the target youth the attributes defined by the Army's communications objectives.
- (7) Knowledge-Awareness (KA) items assess the parent's knowledge, as in the youth interview, of Army benefits and programs.
- (8) Demographics (DE) items ask for information about the parents' ethnicity, marital status, socio-economic background, and military experience.

In essence, the parental interview contains one module not found in the youth questionnaire (Parental Influence), and does not contain questions from the Education and Employment, Intentions/Propensity, Behaviors, Social Influences, Slogan Recognition, or the Parental Location and Tracking modules asked in the youth interview. Except for the Importance and Perception module and in some Knowledge/Recall questions (where the referent for the items is changed to the youth), question wording is identical to the youth questionnaire wording. Like the youth, some questionnaire modules were asked of subsamples of parents. Parental assignment to modules followed that of the linked youth. That is, where random assignment occurred in the youth interview, the parent interview contains the same modules and sections as the linked youth. Thus, if the target youth was asked questions on perceptions of Army and college attributes, the parent was also asked the Perceptions questions for Army and college attributes. Further, if the youth was presented with the Media Habits and Knowledge-Awareness modules (these are rotating modules in the youth questionnaire), the parent was asked the same modules.

Structural features of ACOMS questionnaire. It has been noted previously that some questionnaire modules and sections within the Perceptions module were asked only of particular groups of respondents. This feature of the ACOMS questionnaires, adapted largely to maintain an acceptable total questionnaire length, resulted in differences in the number of respondents for various parts of the questionnaire.

In addition to the rotating modules and planned subsample allocation to the Perception sections, the ACOMS questionnaires are characterized by extensive branching and skip patterns. Skip patterns or question branching are built-in questionnaire instructions that steer respondents to other questions based on their responses. Thus, they skip respondents past questions which, for them, are irrelevant. Skip

patterns allow all interviews to be tailored to individual respondents. Figures 1 and 2, taken from the Youth Questionnaire, illustrate questions with and without skip patterns. Figure 1 is an example of a series of questions without skip patterns. Figure 2 is an example of a series of questions with one skip pattern which prevents respondents not intending to attend college from receiving college-oriented questions.

The combined effects of the rotating modules and embedded skip patterns make it essential for analysts of ACOMS data to become highly familiar with the questionnaire structure. To assist users, documentation provided in the Annotated Questionnaire (Appendix B) describes the subpopulation which received each question.

Guidelines for the Analysis of the Army Communications  
Objectives Measurement System (ACOMS) Parental Survey Data

Accessing ACOMS Survey Data

SAS data sets containing data from all parental interviews conducted for ACOMS are currently available at the National Institutes of Health (NIH). The current account number is WTF4JCK. However, this account number may change in the future. There are five data libraries containing parental interview data, one for each quarter of data collection. The OS data library names are:

- (1) WTF4JCK.ACOMS.Q871.PARENT (for 1st quarter of data collection, Fall 1987)
- (2) WTF4JCK.ACOMS.Q872.PARENT (for 2nd quarter of data collection, Winter 1987)
- (3) WTF4JCK.ACOMS.Q873.PARENT (for 3rd quarter of data collection, Spring 1987)
- (4) WTF4JCK.ACOMS.Q874.PARENT (for 4th quarter of data collection, Summer 1987)
- (5) WTF4JCK.ACOMS.Q881.PARENT (for 5th quarter of data collection, Fall 1988)

Each of these SAS libraries contains two SAS data sets:

- (1) PARNVERB - codes and verbatim text for "main message" open-ended items, and
- (2) PARNMAIN - all other interview data.

These data sets have been RACF-protected to allow Army analysts read-only access to the data.

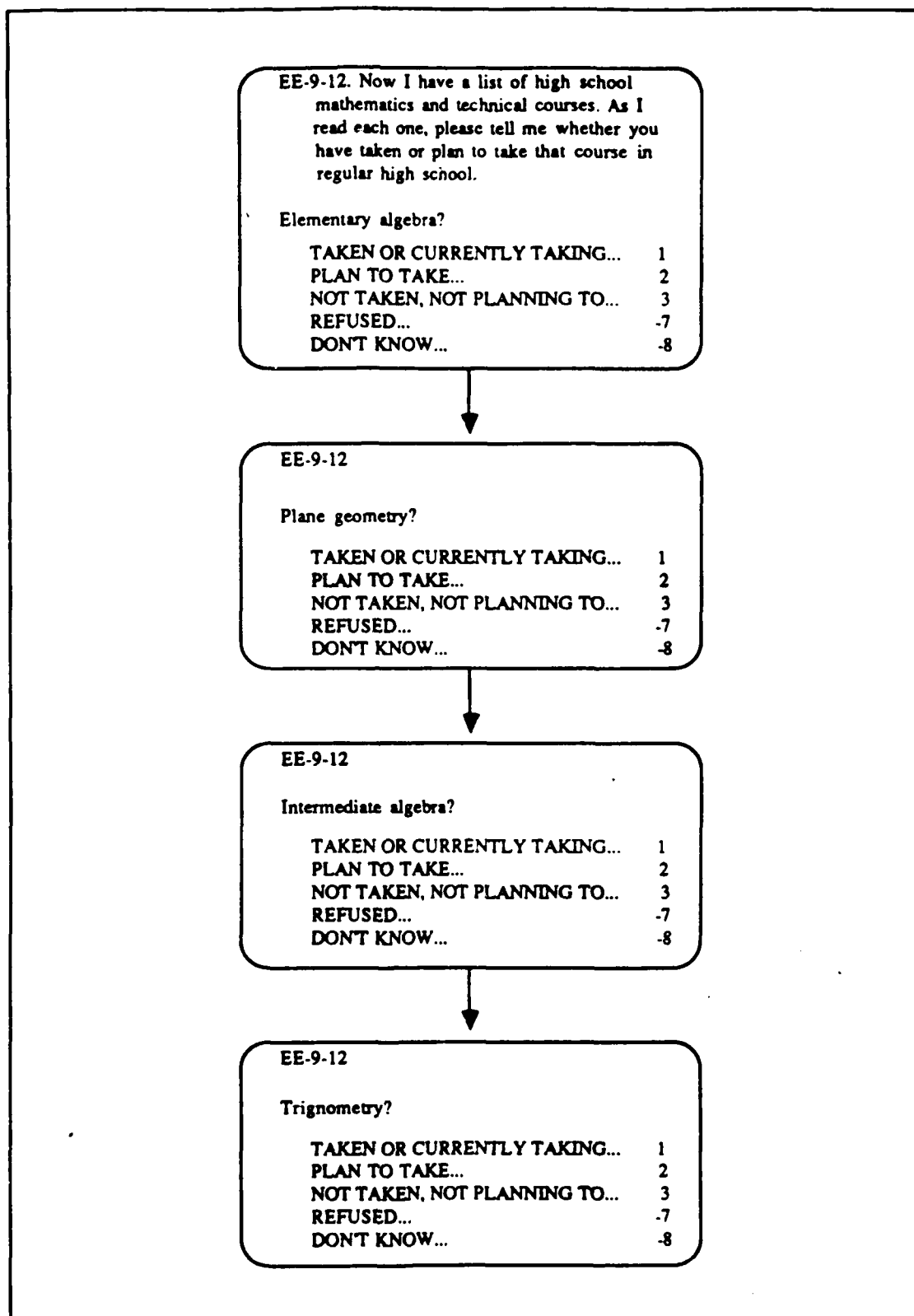
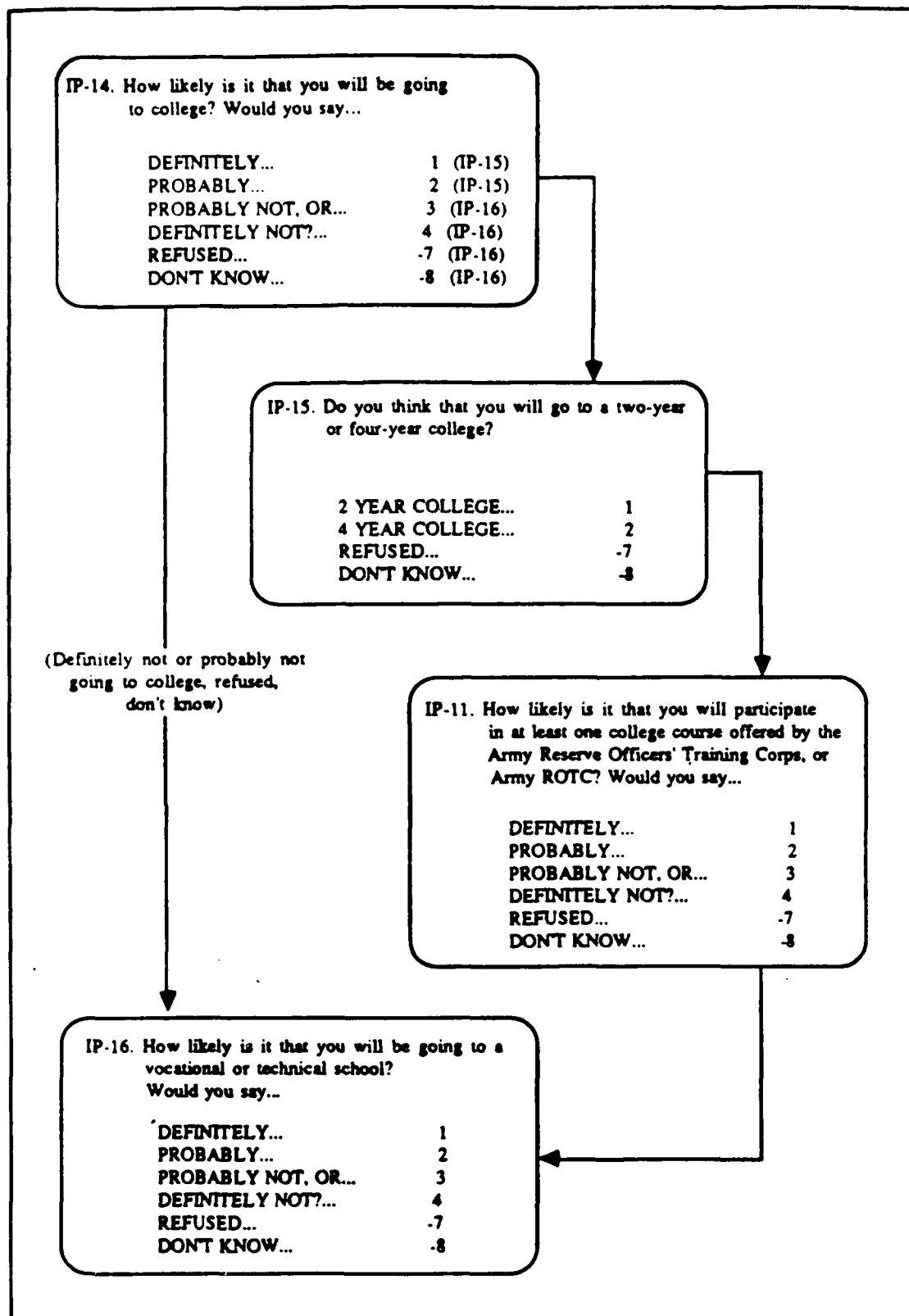


Figure 1. Example of questionnaire section without skip patterns.



**Figure 2.** Example of questionnaire with skip pattern.



### Combining Data Sets Across Quarters

The ACOMS quarterly data sets may be combined for analysis by including DD statements for each of the data sets to be included in the analysis, and then referencing them all on a SAS set statement. An example of a program for combining all five quarterly data sets for the youth survey data is contained in the file WTF4JCK.CODELIB (SAMPALL). This program can be easily adapted for use with parental data as well. Additional sample programs for combining data across quarters are included in the data library WTF4JCK.CODELIB. A complete list of data set names can be obtained using the command SHOW DSNS ON CATALOG.

When combining data across quarters, it is imperative to adjust the sample weights appropriately. Each of the quarterly data sets has been separately weighted up to population totals. (More discussion of weighting follows in the next section.) Thus, when combining data across quarters, all relevant weight variables should be divided by the number of data sets included. An example of an appropriate weight statement is included in the sample program mentioned above. In this program, FULLWGHT is divided by five because all five quarterly data sets are being combined.

### Combining Parental Data and Youth Data

In some instances, analysts may want to combine both parental data and youth data. For instance, the parent's responses to the question "Should young women serve in the military?" could be analyzed based on the gender of the target (referent) youth. As another example, the responses given by the parent for the Importance of Attributes questions could be compared with those given by the target youth. Some analyses may be conducted using the parental data sets alone; others will require that the parent and youth data sets be merged.

For ease of processing, certain frequently-used youth variables have been copied onto the parental data sets. These variables include sex (ESEX), age (ECALCAGE), race/ethnicity (RACE1), panel (PANELPEY), sample flags (PMASFLG, PFASFLG, MARKFLG, YATSFLG), and household geographic location (BRIGADE, ROTCREG, HHSTATE, CNTYFIPS). Analyses which require only these youth variables can be conducted directly from the parental data sets.

For analyses requiring youth variables other than those listed above, use SAS to merge the appropriate youth and parental data sets. Supply DD statements in your JCL for both data sets, and indicate both on a SAS MERGE statement. Then use a subsetting IF statement to eliminate those youth whose parents were not interviewed. An example of such a job is contained in the file WTF4JCK.CODELIB(PMERG871). Note that, when combining youth and parental data, the weights from the parental data set should be used for the analysis.

For analyses requiring more than one quarter of youth and parent data, use the following three-step procedure. First, combine all the parental data sets needed, as discussed above. Second, combine the necessary youth data sets. Third, merge the combined parent data set with the combined youth data set. This process is illustrated in the file WTF4JCK.CODELIB(PMERG2).

#### The Impact of Quarterly Instrument Changes on Analysis

From quarter to quarter, modifications were made to the youth instrument to tailor it to changing analytic needs and to improve the efficiency of the survey operation. Therefore, youth interviewed during one quarter received a slightly different instrument than youth interviewed during another. Since the parental sample is linked to the youth sample, the parents received the same questionnaire version as their linked youth regardless of when their own interviews were conducted.

Beginning 13 October 1986 and ending 30 June 1987 (Q87-1, Q87-2, and Q87-3), the version of the questionnaire youth received during their extended interviews was determined by the month in which they were sampled. Because eight weeks were allowed for obtaining completed interviews with sampled youth, some youth sampled in the last month of a quarter were not interviewed until the first month of the next quarter. These "crossover" youth received the questionnaire version that was in use during the quarter in which they were sampled even though their data are included in the data set for the quarter in which the interview occurred. Thus, for example, the data set for Q87-2 includes 2,015 interviews with youth sampled and interviewed during the second quarter of ACOMS data collection. These youth received the second quarter questionnaire version. The same data set (Q87-2), however, also includes interviews with 297 "crossover" youth, sampled in Q87-1 but interviewed during the second quarter using the first quarter questionnaire version.

Beginning on 1 July 1987 through the end of ACOMS data collection (Q87-4 and Q88-1), the version of the questionnaire a youth received depended on the day the interview was started regardless of when the youth was sampled. For example, a youth sampled in June 1987 (Q87-3) but interviewed 1 July 1987 received the Q87-4 version of the questionnaire. This change in procedure reduced the number of "crossover" youth interviews since only interrupted interviews started before the end of one quarter and completed during the next quarter were conducted with the earlier questionnaire version.

For analysis, crossover youth pose no problem for analysis of parental data if questionnaire items for the variable being analyzed have not changed between quarters. If a variable based upon a changed item is analyzed, caution should be exercised since any change from quarter to quarter may be due to instrumentation rather than an actual change in population responses.

A small number of questionnaire items may have been added or deleted each quarter. If the variable being analyzed is based upon an added questionnaire item, the parental data linked to crossover youth data should not be included in the analysis since the data will be missing for this subgroup. If questionnaire items were deleted, the data set for the quarter in which the item was dropped contains some parents linked to crossover youth who received the previous quarter's questionnaire version and thus responded to the deleted item. Quarter-to-quarter analyses including this small number of parents linked to crossover youth are likely to be misleading and Westat advises that such analyses not be done. The variable MVERSION can be used to separate respondents by the questionnaire version they received.

#### ACOMS Sample Weighting

ACOMS data were collected using a sample design which selected youth at varying rates depending upon their demographic characteristics. As a consequence, a fairly complex weighting procedure was implemented in order to (a) compensate for unequal probabilities of selection, and (b) adjust for undercoverage and nonresponse in the sample frame.

In addition, the weighting procedure adjusts for branchings (sampling of modules and questions) that occur throughout the ACOMS instrument. For example, among the non-core modules in the questionnaire, youth are administered only a sample of the available modules. In a like manner, within the Perceptions/Beliefs (PE) module, only a subsample of the available questions are asked of any youth. Sample weighting, then, adjusts both for factors associated with the selection of ACOMS respondents and the selection of questions asked of respondents.

Due to the complex nature of the ACOMS sample design and its consequences, analysts are cautioned in the use of standard statistical packages (e.g., SAS, BMDP, SPSS<sup>X</sup>, etc.) to perform analyses on the ACOMS data. Unless the data are analyzed in a manner which takes into account (adjusts for) the ACOMS sample design, serious biases can be introduced and misleading results obtained. For this reason, we provide the following recommendations regarding the analysis of ACOMS data (a) all analysis of ACOMS data should be performed using weighted data, and (b) all tests of significance should be computed using the technique of balanced repeated replications (BRR).

In the sections which follow, brief conceptual descriptions of the ACOMS weighting design approach and the standard error estimation are provided. Also, guidelines are provided for the use of weighted data and the BRR methodology.

Overview of weighting design. Sample weighting for ACOMS data was accomplished in three steps. The first two steps involved computation of weights to compensate for unequal probabilities of

selection at the household and the person level. The third used post-stratification (also referred to as ratio-estimation) to compute weights that adjusted for sample nonresponse, and uncoverage of nontelephone households, as well as to reduce sampling error. The following gives a brief description of each step.

Sampling rate adjustments at the household level. Households have different probabilities of selection in the modified Waksberg method used for ACOMS sample selection. In this approach, a constant number of telephone numbers per cluster (rather than of households as in the standard Waksberg method) is selected. As a result, the rate at which a household is sampled depends on the proportion of residential telephone numbers that are in the cluster in which the household is located. To avoid potential biases, a weight is attached to each cluster which is the average number of sample households per cluster divided by the number found in the particular cluster.

Furthermore, households with two or more telephone numbers have a greater chance of selection. Thus, they are given a weight of  $1/n$ , where  $n$  represents the number of telephones in the household, to adjust for this overrepresentation.

Sampling rate adjustments at the person level. The ACOMS survey design called for sampling various population subgroups at different rates. Hispanics were oversampled and females were undersampled. Weighting has been done to adjust for these unequal probabilities of selection.

The combined sample adjustment weight for each individual computed using these three steps was then appended to the survey data file.

Post-stratification. Post-stratification was used to reduce sampling error, to minimize biases arising from the fact that nonrespondents may be different from those who respond, and to adjust for nontelephone households missing from the sampling frame. Post-stratification was accomplished by superimposing weights on the first two stages of weighting that created agreement between ACOMS tabulations and Census data on the total population by age, sex, race, and brigade. The level of education attained by the head of the household was used for post-stratification weighting during the last two quarters of data.

The combined sample adjustment weight for each individual computed using these three steps was then appended to the survey data file.

Guidelines for use of weighted parental ACOMS data. This section of the Parental Users' Manual provides guidelines for ACOMS analysts regarding analyses using the parental data set. This data set was collected using a complex sampling design. Special care and attention must be exercised during data analysis.

The basic guidelines stressed in this section are:

- (1) Parental data are linked to a sample of youth. Parental data are not drawn from a sample of parents;
- (2) All analyses should be based upon weighted sample data; and
- (3) Tests of statistical significance should be performed using the balanced repeated replication (BRR) methodology.

In the sections that follow, we discuss the characteristics of the ACOMS data set upon which these recommendations are based. Additionally, recommended weighting procedures and BRR techniques are discussed. No attempt is made to present a comprehensive framework for the analysis of data from complex surveys. Rather, general guidelines are offered along with references to appropriate secondary material. It is expected that most analyses that will be performed on these data can be characterized as either descriptive or inferential. The guidelines provided in this section are organized about these two activities.

Weighting the parental data. ACOMS parental data are linked to a sample of youth in which respondents are selected at varying rates based upon demographic characteristics of ACOMS youth. Additionally, because of a complex questionnaire structure that includes rotating modules and other programmed means of respondent question allocation, many questions are asked only of a subset or sample of parents. As a consequence of these factors, weighting adjustments were calculated in order to:

- (1) Compensate for unequal probabilities of youth selection, undercoverage, and nonresponse;
- (2) Adjust for nonresponse among interviewed parents; and
- (3) Compensate for the differential allocation of question modules to parents.

Sample weight adjustments, then, adjust for factors associated with the selection of youth respondents, the parent selected to be interviewed for each 16- to 20-year-old youth, and the selection of questions asked of any particular parent.

Parental adjustment weights are calculated primarily as a function of the corresponding youth's sample adjustment weight. For core questionnaire modules, the youth's weight is used as a base weight that is then adjusted to (a) reflect the number of interviewed youth in the household (e.g., if two youth were interviewed, the new weight is twice the base weight), and (b) compensate for parental nonresponse. For rotating modules and the Perceptions/Beliefs module, the "core" weight is further adjusted to compensate for the differential allocation of parents to rotating and Perceptions/Beliefs modules. (In all, thirteen adjustment weights are calculated for each case--one for core modules, two for the rotating modules, and ten

Perceptions/Beliefs weights corresponding to the ten Perceptions/Beliefs referents).

Generating frequencies. Selection of the appropriate weighting variable to use for the production of frequency distributions can be made through reference to Table 1. If, for example, the analyst wishes to obtain frequencies for variables from core modules, PARNWGHT should be used. For rotating modules and Perceptions/Beliefs referents, the correct weighting variable is identified in the next-to-last column of the table.

Table 1

Parental Adjustment Weights Associated with Survey Modules and Perceptions Referents

Type of Module	Module(s) Referent	Weight Variable
Core	Parental Influence	PARNWGHT
	Importance of Attributes	
	Knowledge-Recall	
	Attitude Toward Army Ads	
	Demographics	
Rotating	Media Habits	PWGHTMH
	Knowledge-Awareness	PWGHTKA
Perceptions/ Beliefs	Active Army	PWGHTPEA
	Army Reserve	PWGHTPEV
	Army National Guard	PWGHTPEG
	Air Force	PWGHTPEF
	Marine Corps	PWGHTPEM
	Navy	PWGHTPEN
	Military, in General	PWGHTPES
	ROTC	PWGHTPER
	Civilian Job	PWGHTPEW
	College	PWGHTPEC

Crosstabulations. Determination and/or calculation of the appropriate weight to use for the production of crosstabulations is somewhat more involved than is the case for frequencies. This is due to the fact that the two variables used in a crosstabulation may be drawn from different modules or perceptions referents. Three distinguishable types of variable crossings are possible for ACOMS. These are:

- (1) Both variables are from the same module (core or rotating) or perceptions referent;

- (2) A core variable is crossed with a rotating or perceptions variable; and
- (3) Different rotating modules, different perceptions referents, rotating and perceptions variables are cross-classified.

In the first case, selection of the appropriate weighting variable is accomplished by selecting the weight (from Table 3) associated with the two variables. Here, selection is analogous to the guidelines presented for frequency production. In the second case, the appropriate rotating or perceptions weight (not the core weight) should be used for weighting the crosstabulation. In the third case, weighting factors must be used to compute (in a SAS data step) the correct weight. Referring to Table 2, use the corresponding weighting factor variables (e.g., PWFACMH for variables drawn from the Media Habits rotating module) to form the product  $WFAC1 * WFAC2 * PARNWGHT$  ( $WFAC1$  and  $WFAC2$  are the appropriate weighting factors for the two variables used in the crosstabulation and  $PARNWGHT$  is the core weight). This product yields the weight that must be used for production of crosstabulations. Table 3 summarizes these guidelines.

Table 2

Weighting Factor Variables Associated with Rotating and Perceptions/Beliefs Modules

Type of Module	Module(s) Referent	Weighting Factor Variable
Rotating	Media Habits	PWFACMH
	Knowledge-Awareness	PWFACKA
Perceptions/ Beliefs	Active Army	PWFACPEA
	Reserve	PWFACPEV
	National Guard	PWFACPEG
	Air Force	PWFACPEF
	Marine Corps	PWFACPEM
	Navy	PWFACPEN
	Military in General	PWFACPES
	ROTC	PWFACPER
	Civilian Job	PWFACPEW
	College	PWFACPEC

Table 3

## Adjustment Weight Selection of Crosstabulations

Second Variable Module	First Variable Module		
	Core	Rotating <sup>a</sup>	Perceptions/ Beliefs (PE) <sup>b</sup>
Core	PARNWGHT	Rotating Weight	PE Weight
Rotating <sup>a</sup> Weight	Rotating Weight	WFAC1* WFAC2 *PARNWGHT	WFAC1* WFAC2 *PARNWGHT
Perceptions/ Beliefs (PE) <sup>b</sup>	PE Weight	WFAC1* WFAC2 *PARNWGHT	WFAC1* WFAC2 *PARNWGHT

<sup>a</sup>If both variables are drawn from the same module, use the module's sample adjustment weight.

<sup>b</sup>If both variables are drawn from the same Perceptions/Beliefs referent, use the referent's adjustment weight.

Perceptions Module "Gate" Items Changes

Note that, because of changes in the skip patterns between the first and second versions (Q87-1 and Q87-2) of the ACOMS instrument, the Perceptions/Beliefs (PE) "gate" items (Have you ever heard of the Army Reserve/National Guard/ROTC?) must be given special treatment. For the first version of the instrument (Q87-1), these items were only asked of those respondents who were selected to receive the corresponding PE items for that component. therefore, the PE module weight for the appropriate referent (Army Reserve, National Guard, or ROTC) should be used for analysis. For later versions, the gate questions are asked of all respondents, so that PARNWGHT is the appropriate weighting variable. Thus, when combining data from Q87-1 with data from later quarters, a new weighting variable must be created to analyze these gate items. The example below demonstrates the creation of such a weighting variable for analyzing the National Guard gate question for the parents of youth interviewed during Q87-1 and Q87-2. (Since two quarters of data are being analyzed, the weights are divided by two.)

```
IF PVERSION = 1 THEN GGATEWGT = PWGHTPEG / 2;
ELSE GGATEWGT = PARNWGHT / 2;
```



### Interpreting Parental Data Findings

Due to the weighting adjustments made for parental data, the weighted total of parents interviewed will equal the corresponding total for Primary Sample youth (less those youth whose selected parent was deceased or unlocatable). As a consequence, the parental sample is representative of parents for sampled youth, not representative of parents nationally. This point is very important. Adjusted in the manner described, parental data are appropriate for analyses that: (a) link and compare the responses of specific parents with corresponding youths and (b) compare the responses of all (or subgroups of) parents with all (or subgroups of) youths. Parental data cannot be used to generalize to all parents in the United States. Tables 4, 5, and 6 will be used to illustrate how parental data can, and cannot, be interpreted.

Table 4

Weighted Percentages of Parental Responses to Question "Should Young Women Serve in the Military?" by Gender of Parent

Response	<u>Referent Parent</u>	
	Father	Mother
Definitely Good Idea	11.6	5.0
Probably Good Idea	36.7	42.1
Probably Not Good Idea	37.5	40.4
Definitely Not Good Idea	14.3	12.4

Table 5

Weighted Percentages of Parental Responses to Question "Should Young Women Serve in the Military?" by Gender of Referent Youth

Response	<u>Referent Youth</u>	
	Male	Female
Definitely Good Idea	6.1	10.3
Probably Good Idea	44.1	34.9
Probably Not Good Idea	38.2	39.8
Definitely Not Good Idea	11.6	15.0

Table 6

Weighted Percentages of Parental Responses to Question "Should Young Women Serve in the Military?" by Gender of Parent and Referent Youth

Response	<u>Father</u>		<u>Mother</u>	
	<u>Referent Youth</u>		<u>Referent Youth</u>	
	Male	Female	Male	Female
Definitely Good Idea	6.3	16.5	6.0	4.1
Probably Good Idea	44.4	29.6	44.0	40.3
Probably Not Good Idea	37.0	37.9	39.2	41.6
Definitely Not Good Idea	12.4	16.0	10.9	14.0
Number Interviewed	460	76	517	85
Weighted Youth Population	3,120,230	3,383,223	3,521,638	3,399,995

When reporting findings from parental data, it is necessary that proper qualifications be placed on interpretations. As emphasized above, the focus is not upon parents, per se, rather it is upon the fathers and mothers of Primary Sample youth. The weighting adjustments computed for the parental data set, therefore, necessitate particular wording of reported findings. In Table 4, for example, it would be misleading to state that 11.6% of fathers believe it is definitely a good idea that young women serve in the military. This implies that the findings generalize to all parents. More precisely, what is conveyed in Table 4 is that fathers of 11.6% of the ACOMS Primary Sample responded that it is definitely a good idea for young women to serve in the military. With the added qualification, the findings become properly generalizable. The focus is not parents, but the youth they influence.

Table 5 illustrates an important parental questionnaire distinction--generic and specific (referenced) responses. This table reveals a considerable difference in responses regarding the definite positive evaluation of military service for young women depending upon the gender of the target youth. The question of interpretability for the analyst is difficult. The question asked is clearly generic. However, it must be considered whether the response elicited was specific to the target youth. Questionnaire placement of queries, then, in addition to qualification, must be considered by the analyst.

Table 6 compounds the issues of interpretability raised above and provides one further caveat--the number of interviews contributing to the findings. In this table we see that fathers of 16.5% of female Primary Sample youth responded that military service was definitely a good idea for young women, but that mothers of only 4.1% of female Primary Sample youth replied in this manner. (Note: not 16.5% and 4.1% of fathers and mothers--but 16.5% and 4.1% of influencers identified by gender.) Besides the terminological difficulty, question reference and placement has to be considered as before. Table 6, however, contains the additional information regarding the number of interviews conducted within each table column. Setting aside issues of wording and context, the question simply becomes one of confidence in generalizations based on the number of interviews conducted. Are 85 interviews sufficient for generalization? In many cases, no.

Three issues must be considered in any interpretation of Parental data: (a) are the findings appropriately qualified; (b) is the response generic or tied to the target youth; and (c) do the number of interviewed parents support generalization? Though not amenable to easy resolution, each must be considered in the reporting of any parental findings.

The actual weighting of ACOMS data in the Statistical Analysis System (SAS) environment is easily accomplished. Depending upon the particular statistical procedure executed, either a WEIGHT or FREQ statement is used to identify the appropriate weighting variable to be used during processing. General guidelines follow for the production of weighted ACOMS frequencies and crosstabulations from parental data above and from parental data linked to youth interview data.

Inferential Analyses: Assessing Statistical Significance Using the  
Balanced Repeated Replication (BRR) Methodology

Standard methods of computing variance and confidence intervals for point estimates assume that the data analyzed are obtained from a simple random sample. As noted above, this assumption is not met for ACOMS parental data as the sample was drawn using a complex multi-stage design. As a consequence, if conventional methods of significance testing are used on ACOMS parental data, serious biases could be introduced and misleading results obtained. For this reason, it is recommended that all significance testing be performed using the BRR methodology.

Application of BRR to complex samples. To compute standard errors for the ACOMS data, BRR should be used. A variant of this method was first used by the Census Bureau for variance calculations for its Current Population Survey about 25 years ago. The methodology was subsequently improved and is now used extensively by all of the major Federal statistical agencies. Westat also uses it for most of its large-scale studies.

The BRR technique requires the drawing of a set of random subsamples from the full ACOMS sample. Each subsample contains one-half the cases of the full sample. The same principles of selection, clustering, and stratification used for the full sample are used in each subsample. Each subsample is referred to as a replicate.

Subsamples have been identified and appropriately weighted for the ACOMS data. Thirty-two subsamples are used for the parental data. Their weighting variables are REPWGHT1 through REPWGHT32. For cases not selected for a particular replicate/subsample, their weight is set at zero and this effectively excludes the case from all computations.

The BRR method for estimating the standard error of a percentage, for example, is based on computing an estimate of the percentage from each replicate, and then computing the variance between those estimates and the full sample percentage estimate. Symbolically, let

$P_g$  Denote the estimate of the percentage from replicate  $g$ .

$P$  Denote the estimate of the percentage based on the full sample.

$m$  Denote the number of replicates in the balanced repeated set.

Then an estimate of the sampling variance of  $p$  is

$$(S_p)^2 = \frac{1}{m} \sum_{g=1}^m (P_g - P)^2$$

The convenience of this approach is that the same estimator is used for the total sample and for each replicate, and variance estimates are readily computed by a simple procedure.

Furthermore, the same procedure is applicable to any statistic desired, such as ratio estimates, regression coefficients from a multivariate regression or other complex statistics, as well as to simple estimates of percentages or means. This kind of estimator can be applied to statistics based on separate analytic groups and also subpopulations within those groups. Thus, separate variance programs are not required for different statistics.

Guidelines for the use of BRR. In this section, the discussion of the BRR methodology is restricted to sample estimates of population totals, means, proportions (percentages), differences in proportions, etc. For these estimates, the steps required for computing their standard errors and determining statistical significance are given. The computation of standard errors for crosstabular and multivariate statistics such as regression or factor analyses is not covered here.

In application, the technique is operationalized as follows: (a) the (weighted) estimate of a proportion is computed from the full sample, (b) samples are selected from the full sample (for ACOMS parental data 32 samples are drawn, each having half the number of cases in the full sample), (c) an estimate of the proportion is computed for each half-sample, and (d) the variance of the half-sample estimates about the full sample estimate is computed. Notationally, this process can be expressed for ACOMS as:

$$\text{Var } (P_{\text{BRR}}) = \frac{1}{32} * \sum_{h=1}^{32} (P_h - P)^2$$

where  $\text{Var } (P_{\text{BRR}})$  stands for the BRR variance estimate of  $P$ ,  $P_h$  stands for the 32 half-sample estimates, and  $P$  for the full sample estimate of the proportion.

BRR, then, uses its own sample design (as reflected in the half-samples) to overcome the difficulties associated with complex samples and yields relatively simple (computationally) estimates of variance to be used in constructing confidence intervals and determining statistical significance.

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## APPENDIX A. CUMULATIVE SURVEY CHANGES

### Army Communications Objective Measurement System (ACOMS) Cumulative Change Table

The Change Form is a cumulative document that contains all of the questionnaire items that have been changed in any way. It serves as the documentation of questionnaire changes and contains all of the necessary information to communicate these changes to the user. In order to analyze the data for a given variable, it is essential to know whether there were any changes to that question at any time during the data collection period.

#### Change Form Layout

Each entry on the Change Form includes the variable name, order number, the quarter the change was implemented, old screen name, new screen name, a one-letter change code, the question before the change was implemented, and the question after the change. Figure A-1 is a sample page from the Change Form. The layout of the Change Form is described below.

Variable name. (Figure A-1, #1) Variable names appear in the first column of the Change Form for all items which have been altered in the ACOMS instrument. The variable names correspond to the variable names which appear in the ACOMS Annotated Questionnaire (Appendix B). Variable names beginning with the letter "Y" indicate items contained in the youth questionnaire while the letter "P" indicates those in the parental questionnaire.

Many Change Form entries contain more than one variable. If an identical question exists in both the youth and parental questionnaires, both variables will be indicated. Many questions are constructed to permit more than one response to the question; for example, BE-2: "With whom have you talked?" may contain up to six separate responses.

Order number. (Figure A-1, #2) The order number corresponds to the order of the variable on the SAS data file. These numbers are also listed in the codebook. Variables added after the first quarter of data collection were added at the end of the data set regardless of the order in which they appear in the interview.

Quarter number. (Figure A-1, #3) The quarter number indicates the quarter in which the change was implemented.

Old screen. (Figure A-1, #4) In the CATI interview, questions are presented on computer screens. The screen name serves as an identifier for questionnaire items in all documentation. Each question has an associated screen name composed of a two character prefix indicating the interview module (see the overview section of this volume for a complete list of modules and their associated prefixes)

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1	2	3	4	5	6	7	8
VARIABLE NAME	QUARTER	OLD SCREEN CODE	NEW SCREEN CODE	CHANGE FROM:	CHANGE TO:		
PEOWWER	70	87-2	SC-1	W	... We are conducting an important national survey for the U.S. Government.	... We are conducting a survey for the U.S. Government about people's plans for the future and their reaction to Armed Forces advertising.	
PEOWWER	70	87-3	SC-1	W	... We are conducting a survey for the U.S. Government about...	... We are conducting a study for the United States Government about...	
YOUTTOT	74	87-2	SC-5	M, P	Since the survey we are conducting for the U.S. government is concerned with the career plans of young adults, we need to know how many young adults live in your household. Including anyone away on vacation, away on business or living away at school, how many young people between the ages of 13 and 24 live in your household?	We have a few questions to see if anyone in your household will be included in this survey. How many people aged 25 or older live in your household?	
ADULTTOT	693	87-2	SC-5	A			How many people between the ages of 13 and 24 live in your household?
ADULTTOT	693	87-3	SC-5	W	We have a few questions to see if anyone in your household will be included in this survey.	We have a few questions to see if anyone in your household will be included in this study. Including yourself...	
YOUTTOT	74	87-4	SC5		How many people aged 25 or older live in your household?	How many people aged 25 or older live in your household?	
YOUTTOT16	731	87-4	SC5V3	D	... between the ages of 13 and 24	... between the ages of 16 and 24	

CHANGE CODES:  
 A=ADDITION  
 C=ALICE CODE  
 D=DELETION  
 L=LOCATION  
 P=PREDECESSOR  
 R=RESPONSE CODES (Addition on Modification)  
 S=SUB-POPULATION  
 W=WORDING  
 X=COSMETIC

Figure A-1. Sample Change Form page.



and an order number. Occasionally, the screen name also contains a suffix, for example, EE-6A. The "A" suffix indicates the item was inserted after EE-6. A "VER" following the order number in the screen name (e.g., EE-1VER) indicates that the screen verified information obtained or calculated during the interview.

The "Old screen" column contains the screen name before the change. If the question is a new one which is being added, this column will be blank. If more than one variable is associated with a given screen name, the screen name information appears in columns to the right of the first variable in the series and is not repeated for the remaining variables on the same screen.

New screen. (Figure A-1, #5) If the screen name has been changed, the new screen name will appear in this column. If no change has been made to the screen name, the old and new screen name columns will be the same.

Change code. (Figure A-1, #6) One or more of the following codes are listed in this column indicating the type of change that took place.

- A Addition - Addition of a question.
- C CATI Programming - Changes to the computer-assisted telephone interview (CATI) programming code not covered by other categories such as location, subpopulation, addition, deletion, etc.
- D Deletion - Deletion of a question.
- L Location - Question moved to a different location within the questionnaire.
- P Predecessor - Question is now preceded by a different question as a result of the addition, deletion, or change in location of another question.
- R Response Codes - Change or redefinition of response codes.
- S Subpopulation - Change in definition of appropriate respondents as a result of the addition, deletion, or change in location of another question.
- W Wording - Wording of the question has changed.
- X Cosmetic change - Changes in the appearance of the question on the screen that make it easier for the interviewer to read, correct spelling or other errors, etc.

Change from. (Figure A-1, #7) The information in this column reflects the item as it existed before the change was implemented.

Change to. (Figure A-1, #8) Information in this column reflects the item as it appeared after the change was implemented. In some cases where a change affects several variables, the change will be shown in the "Change To" column of the first variable only. An example can be seen for the series of variables beginning with YACASHED on page A-21.

June, 1988

## CHANGE FORM

PAGE 1

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
PRONVER	70	87-2	SC-1	SC-1	W	...We are conducting an important national survey for the U.S. Government.	...We are conducting a survey for the U.S. Government about people's plans for the future and their reaction to Armed Forces advertising.
PRONVER	70	87-3	SC-1	SC-1	W	...We are conducting a survey for the U.S. Government about...	...We are conducting a study for the United States Government about...
YOUTHBTOT	74	87-2	SC-5	SC-5	W,P	Since the survey we are conducting for the U.S. government is concerned with the career plans of young adults, we need to know how many young adults live in your household. Including anyone away on vacation, away on business or living away at school, how many young people between the ages of 13 and 24 live in your household?	We have a few questions to see if anyone in your household will be included in this survey.
ADULTTOT	693	87-2	SC-5	SC-5	A		How many people aged 25 or older live in your household?
ADULTTOT	693	87-3	SC-5	SC-5	W	We have a few questions to see if anyone in your household will be included in this survey.	How many people between the ages of 13 and 24 live in your household?
YOUTHBTOT	74	87-4	SC5		D	How many people aged 25 or older live in your household?	We have a few questions to see if anyone in your household will be included in this study. Including yourself...
YOUTHBTOT	731	87-4		SC5V3	A	...between the ages of 13 and 24	How many people aged 25 or older live in your household?
YOUTHBTOT16							... between the ages of 16 and 24

CHANGE CODES:

A=ADDITION

C=DELETE CODE

P=PREDECESSOR

R=RESPONSE CODES

(Addition on Modification)

D=DELETION

L=LOCATION

S=SUB-POPULATION

W=WORDING

X=COSMETIC

CHANGE FORM

June, 1988

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
EEDENSOH	708	87-3		SC-14A	A		Date-Keyed Education question (Are you/Is PERSON) currently enrolled... 1. In a regular day high school, 2. In a 4 year college, 3. In some other school, or 4. not currently enrolled?
EEDENOTB	709	87-3		SC-14B	A		Date-Keyed Education question (Were you/Was she/Will you be/Will he be/Will she be) enrolled in school in (April/ October)?
MALEFFN	75	87-2	SC-6	SC-6	W	Is this person male or female?	Is the 13 to 24 year old male or female?
MALEFFN	75	87-4	SC6	SC6V2	W	Is the 13 to 24 year old...	Is the 16 to 24 year old...
MALETOT	76	87-2	SC-7	SC-7	W	Of these (NUMBER FROM SC5), how many are male?	Of these (NUMBER FROM SC-5) 13 to 24 year olds, how many are male and how many are female?
MALETOT	76	87-4	SC7		D	Of these two 13 to 24...	
MALETOT16	732	87-4		SC7V2	A		Of these two 16 to 24...
FEMTOT	77	87-2	SC-7A	SC-7A	D	So, of the (NUMBER FROM SC5) 13 to 24 year olds, your household has (NUMBER FROM SC7) male(s) and (NUMBER FROM SC5 minus (NUMBER FROM SC7) female(s)?	
FEMTOT	77	87-4	SC7		D	Of these two 13 to 24...	

CHANGE CODES:  
A ADDITION  
D DELETION  
L LOCATION

P=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION  
W=WORDING  
X=COSMETIC

June, 1988

## CHANGE FORM

PAGE 3

VARIABLE NAME	Q	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
FEMTOT16	733	87-4		SC7V2	A		Of these two 16 to 24...
MTOTVER	-	87-4	SC7AC1K	SC7ACRV2	W	13-24 (3 occurrences)	16-24 (3 occurrences)
FTOTVER	-						
YTOTVER	-						
ERSPAGE	93	87-4	SC7B		D	Are you 13 to 24...	Are you 16 to 24...
ERAGE16	737	87-4		SC7BV2	A	...household between 13 and 24	...household between 16 and 24
EFNAM	94	87-4	SC8	SC8V2	W	( ) 13 to 15 years old, 16 to 20 years old, ...	Eliminate "13 to 15" in question and response categories. ( ) 16 to 20 years old, ...
E13T024	100	87-4	SC10A	SC10AV2	W	...between 13 and 24...	...between 16 and 24...
ENUMORE	-	87-4	SC10C	SC10CV2	W	...households with 13 to 24...	...households with 16 to 24...
-	-	87-4	TERM6	TERM6V2	W	Variable label: TOTAL MALES AGED 13-24 FINAL	Variable label: TOTAL MALES AGED 16-24 FINAL
FMALETOT	78	87-4			D		
FMA1T16	734	87-4			A		
FFEMTOT	79	87-4			D	Variable label: TOTAL FEMALES AGED 13-24 FINAL	Variable label: TOTAL FEMALES AGED 16-24 FINAL
FFEMT16	735	87-4			A		
ENUMTOT	80	87-4			D	Variable label: TOTAL YOUTH AGED 13-24 FINAL	Variable label: TOTAL YOUTH AGED 16-24 FINAL
ENUMT16	736	87-4			A		

## CHANGE CODES:

A ADDITION  
C ALICE CODED-DELETION  
L-LOCATIONP=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION  
W=WORDING

X=COSMETIC

## CHANGE FORM

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YEDKIND	119	87-3		EE-6	S		All Youth  (Are you/Is he/Is she) currently enrolled in (your/his/her) first or second year of junior or community college?
YEDENYRJ	695	87-2		EE-6C	A		
YEDENYRB	109	87-3	SC-16	SC-16	W	(Are you/Is he/Is she) currently enrolled in 9th, 10th, 11th, or 12th grade?	Date-Keyed Education question (Are you currently/Is he currently/Is she currently//Were you/Was he/Was she//Will you be/Will he be/Will she be) enrolled in 9th, 10th, 11th or 12th grade?
YEDENYRC	110	87-3	SC-17	SC-17	W	(Are you/Is he/ Is she) currently enrolled in (your/his/her) first, second, third, fourth or fifth year of college?	Date-Keyed Education question (Are you currently/Is he currently/Is she currently//Were you/Was he/Was she//Will you be/Will he be/Will she be) enrolled in (your/his/her) first, second, third, fourth or fifth year of college?
YEDENYRJ	694	87-2 87-3	SC-17A	SC-17A SC-17A	A W	(Are you/Is he/ Is she) currently enrolled in (your/his/her) first, or second year of junior or community college?	Date-Keyed Education question (Are you currently/Is he currently/Is she currently//Were you/Was he/Was she//Will you be/Will he be/Will she be) enrolled in (your/his/her) first, or second year of junior or community college?

CHANGE CODES:  
A=ADDITION  
C=ALICE CODE

D=DELETION  
L=LOCATION

P=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION  
W=WORDING

X=COSMETIC

June, 1968

## CHANGE FORM

PAGE 5

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
REDGRAD	710	87-3		SC-13C	A		(Are you/Is he/Is she) a college graduate?
ELIVADDR	112	87-3	SC-18	SC-18	P.W	(Are you/Is PERSON) living at this address?	(Are you/Is PERSON) living at this address? (IF RESPONSE IS "NO", PROBE: (Are you/Is he/Is she) actually a household member and living temporarily away from home, IF SO, CODE "YES".)
CONTNAME CONTLNAM CONTADDR CONTICITY CONTST CONTZIP CONTAREA CONTEXCH CONTCLOC		87-3	SC-38	SC-38	D		Eliminate future contact for 13-15 year olds
RDOBDD RDOBMM RDOBY	713 714 715	87-3		SC-9	A		Reask question for youth with missing data in screener. What is your date of birth?
RAGE	716	87-3		SC-10	A		Reask question for youth with missing data in screener. How old are you?
RMLACT	717	87-3		SC-11	A		Reask question for youth with missing data in screener. Have you ever been in active military service, the National Guard or the Reserves?

CHANGE CODES:

A ADDITION

C ALICE CODE

D=DELETION

L=LOCATION

P=PREDECESSOR

R=RESPONSE CODES

(Addition on Modification)

S-SUB-POPULATION

W=WORDING

X-COSMETIC

June, 1988

## CHANGE FORM

PAGE 6

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
RMILSERV	719	87-3		SC-11A	A		Reask question for youth with missing data in screener. Are you presently serving in the military?
RMILMAIT	718	87-3		SC-12	A		Reask question for youth with missing data in screener. Have you been accepted for service in a branch of the Armed Forces and are now waiting to go on active duty?
RRACE	711	87-3		SC-19	A		Reask question for youth with missing data in screener. Please tell me whether you are... 1. White, 2. Black, 3. Asian or Pacific Islander, or 4. American Indian or Alaskan Native?
RBISP	712	87-3		SC-20	A		Reask question for youth with missing data in screener. Are you Hispanic?
YBSDIPL	115	87-3	EE-2	EE-2	P		Do you have a regular high school diploma, a GED, or some other kind of certificate of high school completion?

## CHANGE CODES:

A=ADDITION  
C=ALICE CODED=DELETION  
L=LOCATIONP=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION  
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June, 1988

## CHANGE FORM

PAGE 7

VARIABLE NAME	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YEDNSDM	722	87-3	EE-4A	A		Are you currently enrolled... in a regular day high school, in a 4 year college, or in some other school, or not currently enrolled?
YEDNOTE	723	87-3	SC-14B	A		(Were you/Will you be) enrolled in school in (April/October)?
YEDCGRAD	724	87-3	SC-13C	A		Are you a college graduate?
YEDPLAN	125	87-3	FE-3	P		What is the highest grade or year of school or college you plan to eventually complete?
RLIVADDR	720	87-3	SC-18	A, W		Reask question for youth with missing data in screener. Are you living at this address? [IF RESPONSE IS "NO", PROBE: Are you actually a household member and living temporarily away from home? IF SO, CODE "YES".]
RLIVDORM	721	87-3	SC-18A	A		Reask question for youth with missing data in screener. Are you living in undergraduate student housing? [That is, undergraduate housing that is owned, leased or sponsored by the school you are attending?]

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L=LOCATIONP=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

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June, 1988

## CHANGE FORM

PAGE 8

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YEDLALG	129	87-2	EE-9 12	EE-9 12	R	Response codes: 1 = TAKEN 2 = PLAN TO TAKE 3 = NOT TAKEN AND NOT PLANNING TO	Response codes: 1 = TAKEN OR CURRENTLY TAKING 2 = PLAN TO TAKE 3 = NOT TAKEN AND NOT PLANNING TO
YEDGEOM	130						
YEDINALG	131						
YEDTRIG	132						
YDROTCEV	502	87-3	DE-36	DE-36	L		Did you ever participate in a Reserve Officer's Training Corps (ROTC) course?
YDROTCJS	503	87-3	DE-37	DE-37	L		Was that Junior ROTC in high school or Senior ROTC in college?
YDROTCBR	504	87-3	DE-38	DE-38	L		Was that Army ROTC, Air Force ROTC, or Navy ROTC?
YEMPCUR	133	87-3	EE-16	EE-16	P		Are you currently employed either full-time or part-time?
YPROBMIL	152	87-2	IP-7	IP-7	W	Response categories read. Now I'm going to ask you about several things young (men/women) your age might do in the next few years. For each one, please tell me how likely it is that you will be doing that.  How likely is it that you will be serving in the military? Would you say...	Response categories not read. Now I'm going to ask you about several things young (men/women) your age might do in the next few years. Please tell me whether you will definitely, probably, probably not or definitely not be doing each of the following things.  How likely is it that you will be serving in the military?

CHANGE CODES:  
A=ADDITION  
C=ALICE CODE

D=DELETION  
L=LOCATION

P=PREDECESSOR  
R=RESPONSE CODES (Addition on Modification)

S=SUB-POPULATION  
W=WORDING  
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November, 1987

## CHANGE FORM

PAGE 9

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YPROBCOL	153	87-2	IP-14	IP-14	W	Response categories read. ...be going to college? Would you say...	Response categories not read. ...be going to college? 1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT
YPROBARO	155	87-2	IP-11	IP-11	W	Response categories read. ...or Army R.O.T.C.? Would you say...	Response categories not read. ...or Army R.O.T.C.? 1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT
YPROBVOC	156	87-2	IP-16	IP-16	W	Response categories read. ...or technical school? Would you say...	Response categories not read. ...or technical school? 1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT
YPROBEMP	157	87-2	IP-12	IP-12	W	Response categories read. ...in a civilian job? Would you say...	Response categories not read. ...in a civilian job? 1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT

CHANGE CODES:  
A ADDITION  
C ALICE CODE

D=DELETION  
L=LOCATION

P=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

S=SUR-POPULATION  
W=WORDING

X=COSMETIC

June, 1988

## CHANGE FORM

PAGE 10

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YPROBAR	162	87-2	IP-8	IP-8	W	Response categories read. ...duty in the Army? Would you say...	Response categories not read. ...duty in the Army? 1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT
YPROBANG	163	87-2	IP-9	IP-9	W	Response categories read. ...the Army National Guard? Would you say...	Response categories not read. ...the Army National Guard? 1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT
YPROBARV	164	87-2	IP-10	IP-10	W	Response categories read. ...in the Army Reserve? Would you say...	Response categories not read. ...in the Army Reserve? 1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT

CHANGE CODES:  
A ADDITION  
C ALICE CODE

D=DELETION  
L=LOCATION

P=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION  
W=WORDING

X=COSMETIC

November, 1987

## CHANGE FORM

PAGE 11

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YPROBCOM	165	87-2	IP-11A	IP-11A	W	Response categories read. ...Army R.O.T.C.? Would you say...	Response categories not read. ...Army R.O.T.C.?  1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT
YBAVISIT	203	87-3	BE-10-12	BE-11	W	1. definitely, 2. probably, 3. probably not, or 4. definitely not?  ... visited an Army recruiting station?	In the past six months, have you visited an Army recruiting station?
YBATEVR	725	87-3	BE-12A	BE-12A	A		Have you ever taken a written test used for the Army, such as the Armed Services Vocational Aptitude Battery?
YBATEST	204	87-3	BE-12	BE-12	P,S		In the past six months, have you taken a written test used for the Army, such as the Armed Services Vocational Aptitude Battery?
YBCTEVR	726	87-3	BE-21A	BE-21A	A	Sub-Population: All youth	Sub-Population: Youth who have ever taken an Army test. (YBATEVR (BE-12A) EQ 1, -7, -8)  Have you ever taken any college admissions test, for example, the PSAT, SAT, or ACT?

CHANGE CODES:  
A ADDITION  
C CANCELL CODE

D=DELETION  
L=LOCATION

P=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION  
W=WORDING

X=COSMETIC

June, 1988

## CHANGE FORM

PAGE 12

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YBCTEST	223	87-3	BE-21	BE-21	P, S	Sub-Population: Youth who have thought of going to college [YBCTHOT (BE-16) EQ 1, -7, -8]	In the past six months, have you taken any college admissions tests for example, the PSAT, SAT, or ACT?  Sub-Population: Youth who have ever taken a college admissions test. [YBCTTEVR (BE-21A) EQ 1, -7, -8]
YBCAPEVR	727	87-3	BE-24A	BE-24A	A		Have you ever submitted a college application?
YBCAPPL	224	87-3	BE-24	BE-24	P, S	Sub-Population: Youth who have thought of going to college [YBCTHOT (BE-16) EQ 1, -7, -8]	In the past six months, have you submitted a college application?  Sub-Population: Youth who have ever submitted a college application. [YBCAPEVR (BE-24A) EQ 1, -7, -8]
YIWIDE PIWIDE	696 385	87-2	IA-1	IA-1	A		Having a wide variety of opportunities to find a job you can enjoy?  Working part-time?
YISERPAR PISERPAR	697 386	87-2	IA-1	IA-1	A		
YISERCOM PISERCOM	283 92	87-2	IA-1	IA-1	D	Serving your own community?	

CHANGE CODES:  
A ADDITION  
C DELETION

D=DELETION  
L=LOCATION

P=PREDECESSOR  
R=RESPONSE CODES (Addition on Modification)

S=SUB-POPULATION  
W=WORDING  
  
X=COSMETIC

June, 1988

## CHANGE FORM

PAGE 13

VARIABLE NAME	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YIPROUD PIPROUD	280 89	87-2	IA-1	W	Having experiences you can be proud of?	Having an experience you can be proud of?
YISTEP PISTEP	286 95	87-2	IA-1	W	Having a stepping stone between high school and college?	Having a stepping-stone between high school and college?
YIBITECH PIBITECH	279 88	87-2	IA-1	W	A chance to work with the latest high-tech equipment?	Working with the latest high-tech equipment?
YICASHED PICASHED	274 83	87-2	IA-1	W	Earning money for college or vocational school?	Earning money for college or vocational education?
YIBOME PIBOME	285 94	87-2	IA-1	W	Staying in your own hometown?	Living in your own hometown?
YIWEEKEN PIWEEKEN	284 93	87-2	IA-1	W	Having weekend excitement?	Having interesting and exciting weekends?
YIINNOV PIINNOV	288 97	87-2	IA-1	W	The opportunity to make changes and use your judgement?	Being able to make changes and use your own judgement?
YTVRREG YTVRCAB PTVRREG PTVRCAB	291 292 100 101	87-4	MH2	S		Eliminate skip for MH1. Ask all respondents MH2.

CHANGE CODES:

A ADDITION

C CANCELL

D=DELETION

L=LOCATION

P=PREDECESSOR

R=RESPONSE CODES (Addition on Modification)

S=SUB-POPULATION

W=WORDING

X=COSMETIC

June, 1988

## CHANGE FORM

PAGE 14

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
TRADBRAM	315	87-4	MH17	MH17	S		Eliminate skip for MH16. Ask all respondents MH17.
YRADRFRM	316						
PRADBRAM	124						
PRADRFRM	125						
YTVS86	740	F88	MH1-13	MH130881		Please tell me if you watch any of the following TV shows regularly. Do you watch...	Please tell me if you watch any of the following TV shows regularly. Do you watch...
PTVS86	452					David Letterman? Friday Night Videos? Monday Night Football? College Football? Sunday Night at the Movies? Tour of Duty?	David Letterman? Friday Night Videos? Monday Night Football? College Football? Sunday Night at the Movies? Tour of Duty?
YUN12NON	351	87-2	KR-1	KR-1	A		Thinking about all forms of advertising, for which military services do you recall seeing or hearing any advertising?
YUN12AF	352				W	Now, thinking about TV, radio, newspapers, magazines and any other sources of advertising, for what military service or services do you recall seeing or hearing advertising?	
YUN12AR	353						
YUN12RO	354						
YUN12NG	355						
YUN12RV	356						
YUN12CG	357						
YUN12MC	358						
YUN12NA	359						
YUN12ALL	360						
PUN12NON	162						
PUN12AF	163						
PUN12AR	164						
PUN12RO	165						
PUN12NG	166						
PUN12RV	167						
PUN12CG	168						
PUN12MC	169						
PUN12NA	170						
PUN12ALL	171						

CHANGE CODES:

A ADDITION

C ALICE CODE

D=DELETION

L=LOCATION

P=PREDECESSOR

R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION

W=WORDING

X=COSMETIC



June, 1988

CHANGE FORM

PAGE 15

VARIABLE NAME	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YHEARDAR PHEARDAR	434 230	87-2	PE-1A	PE-1A	L, P, S  Sub-Population: Youth selected to receive the Army Reserve perceptions questions (PANELPEY EQ 1 AND RANDPE8 EQ 1) OR (PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 1) OR (PANELPEY EQ 3 AND RAND1000 GE 1 AND RAND1000 LE 269) OR (PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 1)	Move to beginning of Perceptions Module. Sub-Population: All Youth
YHEARDNG PHEARDNG	449 245	87-2	PE-4A	PE-4A	L, P, S  Sub-Population: Youth selected to receive the Army National Guard perceptions questions (PANELPEY EQ 1 AND RANDPE8 EQ 2) OR (PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 2) OR (PANELPEY EQ 3 AND RAND1000 GE 270 AND RAND1000 LE 539) OR (PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 2)	Move to beginning of Perceptions Module. Sub-Population: All Youth

CHANGE CODES:  
A-ADDITION  
C-DELETE CODE

D-DELETION  
L-LOCATION

P-PREDECESSOR  
R-RESPONSE CODES

(Addition on Modification)

S-SUB-POPULATION  
W-WORDING

X-COSMETIC

CHANGE FORM

June, 1988

VARIABLE NAME	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YKARDRO PBEARDRO	545 341	87-2	PE-15A	PE-15A	Sub-Population: Youth selected to receive Army Reserve Officer's Training Corps perceptions questions [PANELPEY EQ 1] OR [PANELPEY EQ 2 AND RANDPE3 EQ 1,2] OR [PANELPEY EQ 3] OR [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 9]	Move to beginning of Perceptions Module Sub-Population: All Youth
-	87-3	PE-INTRO1	PE-INTRO	A		Earlier I asked how important it was for you to have a number of opportunities. Now I'm going to ask your opinion about two specific ways you might get each of those opportunities. Your opinions in this section are very valuable to this study.
-	87-3	PE-INTRO	PE-INTRO	P,W	I'd like your opinion about several statements.  Please use a scale of one to five where 1 means you strongly disagree with the statement, 2 means you disagree, 3 means you neither disagree nor agree, 4 means you agree, and 5 means you strongly agree with the statement.	When you give your opinion, please use a scale of one to five where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.

CHANGE CODES:  
A ADDITION  
C DELETION

D-DELETION  
L-LOCATION

P-PREDECESSOR  
R-RESPONSE CODES (Addition on Modification)

S-SUB-POPULATION  
W-WORDING

X-COSMETIC

## CHANGE FORM

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YAWIDE	420	87-2	PE-INTRO	PE-INTRO	P,W		Format change - see Annotated Questionnaire.
YV...	.						
YG...	.						
YF...	.	87-3	PE-INTRO	PE-INTRO	P,W		Expand Intro - see Annotated Questionnaire.
YN...	.						
YM...	.						
YS...	.						
YW...	.						
YCHIQUAL	540						
PAWIDE	216						
PV...	.						
PG...	.						
PF...	.						
PN...	.						
PM...	.						
PS...	.						
PW...	.						
PCHIQUAL	336						
YACASHED	433	87-2			W	...an excellent opportunity to obtain money for a college or vocational education.	...an opportunity to obtain money for college or vocational school?
YVCASHED	445						
YGCASHED	460						
YFCASHED	518						
Y16	516						
YNCASHED	517						
YSCASHED	519						
YWCASHED	532						
PACASHED	229						
PVCASHED	241						
PGCASHED	256						
PFCASHED	314						
PNCASHED	312						
PHCASHED	313						
PSCASHED	315						
PWCASHED	328						

## CHANGE CODES:

A-ADDITION  
C-ALICE CODED-DELETION  
L-LOCATIONP-PREDECESSOR  
R-RESPONSE CODES

(Addition on Modification)

S-SUB-POPULATION  
W-WORDING

X-COSMETIC

## CHANGE FORM

VARIABLE NAME	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YRLEADER	87-2	PE-2	PEY-2	P.W	Next, I will read you a few statements describing different things that the Army Reserve Officer's Training Corps on the college campus might offer. Please tell me how much you disagree or agree that officer's training offers each item on the list. A "1" means you disagree completely, a "2" means you disagree somewhat, a "3" means you neither agree nor disagree, a "4" means you agree somewhat, and a "5" means you agree completely.	Next, I'd like your opinion about several statements describing different things that the Army Reserve Officer's Training Corps on the college campus might offer you.
YRSELCON	546		PEP-2			Please use a scale of 1 to 5 where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.
YRSELECT	547					The Army Reserve Officer's Training Corps on a college campus provides...
YROFFCOM	548				a. leadership and management training?	a. leadership and management training?
YRLEADER	549				b. the opportunity to develop self-confidence?	b. an opportunity to develop self-confidence?
YRSELCON	342				c. a college elective that can be taken together with other college courses?	c. a college elective that can be taken together with other college courses?
YRSELECT	343				d. an officer's commission in the active Army, Army Reserve or the Army National Guard?	d. an officer's commission in the active Army, Army Reserve or the Army National Guard?
YRPROFFCOM	344					
YRPROFFCOM	345					

CHANGE CODES:  
A ADDITION  
C CANCEL CODE

D-DELETION  
L-LOCATION

P-PREDECESSOR  
R-RESPONSE CODES

(Addition on Modification)

S-SUB-POPULATION  
W WORDING

X COSMETIC

## CHANGE FORM

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YOWIDE	550	87-2	PE-3	PEY-3	W	Being an officer in the United States Army means...	Being an officer in the Army means...
YOPRODD	551		PE-3	PEP-3			
YOUSECOL	552						
YOINNOV	553						
POWIDE	346						
POPRODD	347						
POUSECOL	348						
POINNOV	349						
YOWIDE	550	87-3	PEY-3	PEY-3	W	Being an officer in the United States Army means different things to different people.	Being an officer in the Army means different things to different people.
YOPRODD	551						
YOUSECOL	552						
YOINNOV	553						
YGRADEP	564	87-2	KA-6	KA-6	W	Is it possible to sign up for the Army and actually start serving up to one year later?	Is it possible to sign up for the Army and start serving up to one year later?
YGRADEP	360						
YDETHNIC	19	87-4	DE5	DE5	C S	Asked only if EHISP = 1	Ask if EHISP = 1 or RHISP = 1 (R. McEntire 6/9/87)
YDSAMEPA	705	87-2	DE-14	DE-14	A		(When not attending college) Do you live in the same household as your father or your step-father? 1. FATHER 2. STEP-FATHER 3. NEITHER 4. BOTH
YDEDDAD	574	87-2	DE-19	DE-19	P		What was the highest grade or level of education that your (father/step-father) completed?

## CHANGE CODES:

A ADDITION  
C ALTERN CODED DELETION  
L LOCATIONP=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION  
W=WORDING

X=COSMETIC

## CHANGE FORM

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YDSAMEA	706	87-2		DE-14A	A		(When not attending college) Do you live in the same household as your mother or your step-mother? 1. MOTHER 2. STEP-MOTHER 3. NEITHER 4. BOTH
YDEDNOM	577	87-2	DE-26	DE-26	P		What was the highest grade or level of education that your (mother/step-mother) completed?
YDPARENT	572	87-2	DE-15		D	Which of your parents do you live with?	
YDNAGE	573	87-2	DE-16		D	Who is the principal wage earner in the household?	
YDOWNREL YDOWNOS	579 580	87-2	DE-17		R	What relationship to you is the person who is the head of the household in the house or apartment you are living in? 1. SIBLING 2. UNCLE 3. AUNT 4. COUSIN 5. GRANDFATHER 6. GRANDMOTHER 7. SPOUSE 8. NON-RELATIVE 9. RESPONDENT 91. OTHER RELATIVE	What relationship to you is the person who is the head of household in the house or apartment you are living in? 10. BROTHER 11. SISTER 12. UNCLE 13. AUNT 14. COUSIN 15. GRANDFATHER 16. GRANDMOTHER 17. SPOUSE 18. NON-RELATIVE 19. RESPONDENT 20. OTHER RELATIVE

CHANGE CODES:

A ADDITION  
C ALICE CODED=DELETION  
L LOCATIONP=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION  
W=WORDING

X=COSMETIC

## CHANGE FORM

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YDROTCEV	582	87-2	DE-36	DE-36	S	All youth	Youth who have heard of ROTC (YHEARDC EQ 1,-8 (PE-1A = 1))
YDCOUNTY	585	87-3	DE-39	DE-39	P		What is the name of the county in which you live?
		87-2		PL-INTRO	A		We would like to interview (your PARENT/either your PARENT or your step-PARENT) about influence (he/she) may have had on your future plans.
YPARDEC	589	87-2		PL-1A	A		We want to interview the person whose opinion means the most to you when you make important decisions. Would that person be your (PARENT) or your step-(PARENT)?
YPARIMP	589	87-3	PL-INTRO	PL-1AQ873	L,P		We would like to interview either your PARENT or your step-PARENT about...

CHANGE CODES:  
A ADDITION  
D DELETION  
L LOCATION  
P PREDECESSOR  
R RESPONSE CODES (Addition on Modification)

S-SUB-POPULATION  
W WORDING  
X-COSMETIC

## CHANGE FORM

VARIABLE NAME	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YPARFNAM YPARLNAM YPARAREA YPARXCH YPARLOCL	87-2	PL-1		W	We would like to interview your (PARENT) regarding (his/her) thoughts about future plans and possibilities for you. Please give me (his/her) name and telephone number.	
YPARFNAM YPARLNAM YPARAREA YPARXCH YPARLOCL	87-3	PL-1B	PL-1B0873	L, P, W	Please give me (his/her) name and telephone number.	(We would like to interview your (PARENT/step-PARENT) about (his/her) attitudes about your future plans..) Please give me (his/her) name and telephone number.
-	87-2	TERM-9	TERM-9	W	...I have no further questions for you at this time, but would you please stay on the line for one moment while I check to see if I need to speak to anyone else in your household. Thank you very much for your cooperation. Good bye.	...Although I have no more questions for you at this time, please stay on the line for one moment while I check to see if I need to speak to anyone else in your household. (Thank you very much for your cooperation. Good bye.

CHANGE CODES:  
A-ADDITION  
C-ALICE CODE

D-DELETION  
L-LOCATION

P-PREDECESSOR  
R-RESPONSE CODES

(Addition on Modification)

S-SUB-POPULATION  
W-WORDING

X-COSMETIC



APPENDIX B. ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT  
SYSTEM (ACOMS) ANNOTATED PARENTAL  
QUESTIONNAIRE CONTENTS AND CONVENTIONS

The Annotated Questionnaire provides supplementary information for each item included in the ACOMS instruments. The Annotated Questionnaire is intended to be the primary reference document for use during planning, execution, and interpretation of the analysis. The Annotated Questionnaire is composed of the questionnaire instruments on the right side of the page, and the annotation information on the left side of the page.

The Annotated Questionnaire is organized according to modules in the ACOMS questionnaire, and then by data collection quarter. For all modules, all questions appear for the first quarter of ACOMS data collection (Q87-1) in the form used during that quarter. If changes to any question in a module occurred during subsequent quarters, the entire module is repeated with changes made as needed. If no questions changed within a given module from quarter to quarter, a single page appears stating that no updates were made to the module during that quarter. Thus, for each ACOMS questionnaire module, the Annotated Questionnaire contains the complete questionnaire text for the first quarter of data collection, the complete questionnaire text for any of the remaining four quarters in which any question was changed, and single pages indicating that no updates were made to the module for any quarters in which no changes were made.

The content and conventions used in presenting the questionnaire and the accompanying annotation are discussed in detail below.

The Questionnaire

The questionnaire instruments provide: (a) specific question wording used in the ACOMS interviews, and (b) information regarding the flow and control of the instruments administered to respondents. Questionnaire wording is broadly defined to include everything that appears on the computer-assisted telephone interview (CATI) screen including: screen name, complete question text, optional text, word choices, response categories and response codes. Information regarding the flow of the interview includes skip pattern information and CATI checks. Figure B-1 is an example page of the questionnaire. Since the questionnaire formats used in a CATI context differ somewhat from those used in traditional self-administered or paper and pencil telephone surveys, a description of the questionnaire presentation follows below.

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Demographics

①  
↓

DE-11. Are you currently employed either full-time or part-time?

YES, FULL-TIME .....	1 (DE-13)
YES, PART-TIME .....	2 (DE-12)
NO .....	3 (DE-12)
REFUSED .....	-7 (DE-12)
③ → DON'T KNOW .....	-8 (DE-12)

DE-12. Have you ever held a full-time job? ← ②

⑥ → [MORE THAN 34 HOURS PER WEEK]

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8 ← ④

DE-13. How easy or difficult is it for someone  
(YOUTH FIRST NAME)'s age to get a full-time  
job in your community? Is it...

almost impossible, .....	1
very difficult, .....	2
somewhat difficult, or .....	3
not difficult at all? .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

DE-29. I am going to read you some income categories and ask you  
to choose the letter of the alphabet associated with the  
category that best describes your total family income for  
the year 1985. Include all sources of income in your  
response. Please tell me only the letter.

A-Less than \$5,000, .....	1
B-\$ 5,001 to \$10,000, .....	2
C-\$10,001 to \$20,000, .....	3
D-\$20,001 to \$30,000, .....	4
E-\$30,001 to \$40,000, .....	5
F-\$40,001 to \$50,000, or .....	6
G-\$50,001 and above? .....	7
REFUSED .....	-7
DON'T KNOW .....	-8

**Key:**

- |                         |                              |
|-------------------------|------------------------------|
| (1) Screen name         | (4) Response codes           |
| (2) Question text       | (5) Skip patterns            |
| (3) Response categories | (6) Interviewer instructions |

**Figure B-1. Example of questionnaire page.**

Screen name. (Figure B-1, #1) The screen name is composed of a two character prefix referring to the questionnaire module (e.g., EE - Education and Employment module) and an order number. The order of presentation of screens in the Annotated Questionnaire corresponds to the order of presentation during the interview. Occasionally the screen name also contains a suffix, for example, "EE-6A" The "A" suffix indicates that the item was inserted after "EE-6" A "VER" following the order number in the screen name (for example, "EE-1VER") indicates that the screen verifies information obtained or calculated during the interview.

Question text. (Figure B-1, #2, #6) Each item in the Annotated Questionnaire contains the complete question wording. The presentation of the question items follow a number of conventions:

- (1) Text appearing in upper and lower case letters is read to the respondent.
- (2) Text appearing in all capital letters and within brackets is a message to the interviewer, not to be read to the respondent.
- (3) Normal text (i.e., upper and lower case) within brackets indicates optional wording to be read to the respondent at the discretion of the interviewer.
- (4) Text within brackets separated by a slash (/) indicates a CATI-programmed word choice. During the interview, the CATI System selects the appropriate wording according to respondent characteristics or previous responses. For example, the question "Does (he/she) have a high school diploma" would be displayed "Does he" if the question refers to a male, and "Does she" if the question refers to a female. As another example, the CATI system randomly selects from Army, Navy, Air Force, and Marine Corps where (SERVICE) appears as in the following question, "What was the main message you got from (SERVICE) advertising?".

Response categories and codes. (Figure B-1, #3, #4) Response categories and codes follow the question text. Response categories presented in upper and lower case letters are always read to the respondent, while those in all capital letters are not generally read to the respondent unless several probe attempts have failed to elicit a valid response from the respondent. The numbers to the right of the response categories are the numeric codes entered by the interviewers.

Skip patterns. (Figure B-1, #5) Another way in which the CATI technology allows for more respondent-tailored interviews than traditional interviewing technologies is through skip patterns. For many questions in the ACOMS interviews, certain responses lead to a specified set of followup questions and to skipping other sets of questions.

Skip patterns appear directly to the right of the response category on which the subsequent skips are based. Skip pattern information is composed of the screen name of the next screen administered to the respondent if that response is chosen. For example, if the respondent answers "yes, part-time" to DE-11 "Are you currently employed either full-time or part-time?" then the next question asked would be DE-12 "Have you ever held a full-time job?" If the respondent answered "yes, full-time," he or she would be asked DE-13 "How easy or difficult is it for someone (YOUTH'S FIRST NAME)'s age to get a full-time job in your community?"

CATI checks. (Figure B-2) CATI checks steer the flow of the interview based upon answers to previous questions, or predetermined selection criteria. Like skip patterns, CATI checks control the flow of the interview. However, CATI checks can be used anywhere in the interview to check logical relationships among previously collected information while skip patterns are bound to the response category where they appear. CATI checks are composed of a statement or question followed by corresponding logical statements. The interview is then controlled based upon the CATI system's answer to the "question."

Figure B-2 is an example of a CATI check. CATI Check #AT1 checks the values entered from a previous module to steer the next series of questions. If the respondent had recalled hearing or seeing Army advertising in questions KR-1 or KR-6, then he or she received questions about his or her opinions of Army advertising (AT-1 and AT-2). Otherwise, the section is skipped.

#### The Annotation

Annotation information not usually incorporated with questionnaire documentation is provided to facilitate the planning of specific analyses. The Annotated Questionnaire allows the analyst to read a question item as it appears during the interview, and using annotation information, determine the variable name, the range of valid responses, and the sub-population receiving that question, without referring to multiple documents. In addition, the analyst can quickly identify changes in the questionnaire which may have occurred since the last quarter. The annotation contains screen name, Question Bank ID number (Q87-1 and Q87-2) or Order number (Q87-2, Q87-3, Q87-4, and Q88-1), all variables associated with that item, the variables' valid ranges, a description of the sub-population receiving that item, and change codes indicating how that item has changed during the analytic year (when applicable).

Figure B-3 is an example page of annotation.

Screen name. (Figure B-3, #1) The screen name corresponds to the screen name found in the questionnaire. Again, the order corresponds to the order of administration.

ACOMS Annotated Questionnaire  
 Quarter 87-1 (Oct, Nov, & Dec 86)  
 Module: Attitudes Toward Army Ads

-----  
 CATI CHECK #AT1: DID RESPONDENT RECALL SEEING OR HEARING  
 ARMY ADS?  
 [KR-1 = 2 OR KR-6 = 1]  
 YES ..... 1 (AT-1)  
 NO ..... 2 (SLOGAN MODULE)  
 -----

AT-1. Use a scale of "1" to "5" where "1" means you  
 do not like the advertising and "5" means you  
 like the advertising very much.

Overall, how much do you like the Army ads you  
 have seen or heard over the past year?

DO NOT LIKE .....	1
SOMEWHAT DISLIKE .....	2
NEUTRAL .....	3
LIKE SOMEWHAT .....	4
LIKE VERY MUCH .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

AT-2. Use a scale of "1" to "5" where "1" means you  
 do not believe what the ads say and "5" means  
 you believe what the ads say.

How much do you believe what the ads say?

DO NOT BELIEVE .....	1
SOMEWHAT DISBELIEVE .....	2
NEUTRAL .....	3
SOMEWHAT BELIEVE .....	4
STRONGLY BELIEVE .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

[GO TO PERCEPTIONS MODULE]

Figure B-2. Example of CATI check.

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Demographics

①

---

Screen Name: DE-11  
Variables: Ranges: Order #: 372  
PEMPCUR 1,2,3,-7,-8  
Sub-Population: All parents ②

---

Screen Name: DE-12  
Variables: Ranges: Order #: 373  
PEMPEVER ③ 1,2,-7,-8  
Sub-Population: Parents who are not currently employed full-time  
[PEMPCUR (DE-11) NE 1]

---

Screen Name: DE-13  
Variables: Ranges: ④ Order #: 374  
PEMPEASY 1-4,-7,-8  
Sub-Population: All parents ⑤

---

Screen Name: DE-29  
Variables: Ranges: Order #: 375  
PDINCOME 1-7,-7,-8  
Sub-Population: All parents

---

Key:

- |   |                    |
|---|--------------------|
| (1) Screen name                           | (3) Variable       |
| (2) Order number                          | (4) Range          |
| (Question Bank number in Q87-1 and Q87-2) | (5) Sub-population |

Figure B-3. Example of questionnaire annotation.

Question bank ID # and order number. (Figure B-3, #2) The Question Bank ID # corresponds to the screen name without the hyphen. This identifier was used during Q87-1 and Q87-2 only. Subsequently, it was dropped. The Order Number corresponds to the order of the variable on the SAS data file and in the ACOMS Codebook. The Order Number appears on all annotation beginning Q87-2. Variables added after the first quarter of data collection were added at the end of the data set regardless of the order in which they appear during the interview.

Variable names. (Figure B-3, #3) The variable names associated with each question are shown as they appear in the data files. Each variable name begins with a single letter which corresponds to the type of respondent. Variable names beginning with the letter "Y" indicate youth respondents while those beginning with the letter "P" indicate parental respondents. The remainder of the variable name represents the essence of the variable's contents. For example, the variable "PTVWATCH" contains a code for whether or not the parent watches TV.

Many questions contain more than one variable. Questionnaire items which could elicit more than one valid response require more than one variable. For example, KR-1 asks " ...for what military service or services do you recall seeing or hearing advertising?" One variable is required for each military service and Army component the respondent might mention. This situation is analogous to the "Mark all that apply" question found in paper and pencil surveys. All variables corresponding to a particular screen are listed in the annotation.

Valid ranges. (Figure B-3, #4) Valid ranges encompass all possible responses for a particular variable. With few exceptions, variables coded from survey responses always include "refused" and "don't know" as valid responses, although these response options are never read to the respondent.

Sub-population. (Figure B-3, #5) Because of the complex instrument structure that includes rotating modules, skip patterns, and other programmed means of question allocation to respondents, many questions in the ACOMS surveys are asked only of a subsection of the respondent population. During analyses, the sub-population that receives a particular question determines the types of analyses that can be performed as well as the interpretation of the results. The sub-population descriptions facilitate analyses by summarizing all skip pattern and interview flow information into one statement describing all respondents for a variable or set of variables.

Sub-population descriptions are composed of a text description of the respondents, and a pseudo-code representation of the respondents. The text description uses terms found within the question items which define the respondent population.

The pseudo-code enclosed in brackets is composed of:

- (1) The variable name(s) of the defining variable(s);
- (2) The screen name of the screen from which the defining variable was coded;
- (3) The logical operator(s); and
- (4) The defining values of the variables.

The logical operators used within the pseudo-code are:

- (1) EQ equal
- (2) NE not equal
- (3) GT greater than,
- (4) LT less than,
- (5) AND and (both conditions must be met for the respondent to be included in the sub-population)
- (6) OR or (either condition must be met for the respondent to be included in the sub-population)

An example of a sub-population description is found in Figure B3. BE-27 was asked if the youth was not currently employed full-time, and the youth had thought about getting a full-time job, and the youth had spoken with someone about getting a full-time job. The pseudo-code indicates that these conditions are met if the variable YBWITHOT from screen BE-25 is equal to 1, -7, or 8. (Values separated by commas imply an OR condition.)

Change code. Change codes are included to alert the analyst to changes made during the analytic year since any changes in the questionnaire item could have an impact upon analytic interpretations. The change codes appear below the Question Bank ID number or Order Number (depending on the quarter), and correspond to the following types of changes (further explained in Appendix A):

- A - Addition
- C - CATI programming
- D - Deletion
- L - Location of question in the questionnaire
- P - Predecessor - preceding question has changed
- R - Response Codes
- S - Sub-Population
- W - Wording
- X - Cosmetic change



# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-1 (Oct, Nov, Dec 86)**

**Module: Parental Influence**

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec, 86)  
Module: Parental Influence

PINTRO. I am calling from Westat, a research firm near Washington, D.C. We are conducting an important national survey for the Federal Government to learn about the career plans of young adults. The survey is concerned with experiences you have had that might influence (YOUTH FIRST NAME)'s future plans.

Your answers to this survey are voluntary and confidential. The information you give us will only be used in connection with information about many other parents of young adults. Neither your name nor any identifying information will appear on any report of this study.

While you may choose not to answer any question, this research is authorized by law, and the information you give us is protected by an Act of Congress called the Privacy Act of 1974.

CONTINUE .....	1
GO TO RESULT .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

PIINTRO. I would like to ask you a few questions as the mother of (YOUTH FIRST NAME), about talks you may have had with (him/her) about (his/her) educational and job plans. By "talks", we mean any kind of informal talking you and (YOUTH FIRST NAME) may have done concerning what (he/she) plans to do about education, jobs, or job preparation.

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Parental Influence

-----  
Screen Name: PI-2  
Variables: Ranges: Order #:  
PIOFTPLN 1-4,-7,-8 50  
Sub-Population: All parents  
-----

-----  
Screen Name: PI-5  
Variables: Ranges: Order #:  
PITLKOPN 1,2,-7,-8 51  
Sub-Population: Parents who have talked to the target youth  
about educational and job plans  
[PIOFTPLN (PI-2) NE 1]  
-----

-----  
Screen Name: PI-6  
Variables: Ranges: Order #:  
PINFPLAN 1-5,-7,-8 52  
Sub-Population: All parents  
-----

-----  
Screen Name: PI-7  
Variables: Ranges: Order #:  
PILIKEDO 1-5,91,-7,-8 53  
Sub-Population: All parents 54  
PILIKEOS  
Sub-Population: Parents who would like the target youth to  
do something else in the future  
[PILIKEDO (PI-7) EQ 91]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec, 86)  
Module: Parental Influence

PI-2. How often have you had such discussions in the past 12 months? Was it ...

never, .....	1 (PI-6)
rarely, .....	2
occasionally, or .....	3
often? .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

PI-5. During these talks, do you typically give your opinions or do you try to stay neutral?

GIVE OPINION .....	1
TRY TO STAY NEUTRAL .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

PI-6. How much influence do you think you have had on (YOUTH FIRST NAME)'s plans for the future? Have you had ...

a great deal of influence, .....	1
a considerable amount of influence, .....	2
some influence, .....	3
very little influence, or .....	4
no influence at all? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PI-7. What would you like to see (YOUTH FIRST NAME) do in the future? Would you like (him/her) to ...

go to college, .....	1
get training in a vocational or technical program, .....	2
get a full-time job, .....	3
join the Armed Services, .....	4
get married and not work, or .....	5
something else? .....	91
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Parental Influence

---

Screen Name: PI-8  
Variables: Ranges: Order #:  
PIMENMIL 1-4,-7,-8 55  
Sub-Population: All parents

---

---

Screen Name: PI-9  
Variables: Ranges: Order #:  
PIWOMMIL 1-4,-7,-8 56  
Sub-Population: All parents

---

---

Screen Name: PI-10  
Variables: Ranges: Order #:  
PITLKMIL 1,2,-7,-8 57  
Sub-Population: All parents

---

---

Screen Name: PI-11  
Variables: Ranges: Order #:  
PIOFTMIL 1-4,-7,-8 58  
Sub-Population: Parents who have talked to the target youth  
about enlisting in the Armed Services  
[PITLKMIL (PI-10) EQ 1]

---

ACOMS Annotated Questionnaire  
 Quarter 87-1 (Oct, Nov, & Dec, 86)  
 Module: Parental Influence

PI-8. For most young men, do you think service in the  
 military is ...

definitely a good idea, .....	1
probably a good idea, .....	2
probably not a good idea, or .....	3
definitely not a good idea? .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

PI-9. For most young women, do you think service in the  
 military is ...

definitely a good idea, .....	1
probably a good idea, .....	2
probably not a good idea, or .....	3
definitely not a good idea? .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

PI-10. Have you talked to (YOUTH FIRST NAME)  
 about enlisting in the Armed Services?

YES .....	1 (PI-11)
NO .....	2 (PI-18)
REFUSED .....	-7 (PI-18)
DON'T KNOW .....	-8 (PI-18)

PI-11. How often have you talked about this?

NEVER .....	1 (PI-18)
RARELY .....	2 (PI-18)
OCCASIONALLY .....	3 (PI-14)
OFTEN .....	4 (PI-14)
REFUSED .....	-7 (PI-18)
DON'T KNOW .....	-8 (PI-18)

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Parental Influence

-----  
Screen Name: PI-14  
Variables: Ranges: Order #:  
PITLKRAN 1-4,-7,-8 60  
Sub-Population: Parents who have talked to the target youth  
about enlisting in the Armed Services  
[PIOFTMIL (PI-11) EQ 3,4]  
-----

-----  
Screen Name: PI-15  
Variables: Ranges: Order #:  
PITLKAR 1,2,-7,-8 61  
PITLKNA 1,2,-7,-8 62  
PITLKAF 1,2,-7,-8 63  
PITLKMC 1,2,-7,-8 64  
PITLKALL 1,2,-7,-8 65  
Sub-Population: Parents who have talked to the target youth  
about enlisting in the Armed Services  
[PIOFTMIL (PI-11) EQ 3,4]  
-----

-----  
Screen Name: PI-16  
Variables: Ranges: Order #:  
PITLKA CT 1,2,-7,-8 66  
PITLKRV 1,2,-7,-8 67  
PITLKNG 1,2,-7,-8 68  
Sub-Population: Parents who have talked to the target youth  
about enlisting in the Armed Services  
[PIOFTMIL (PI-11) EQ 3,4]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec, 86)  
Module: Parental Influence

PI-14. Were these talks about entering as an officer,  
as an enlisted person, or both?

ENLISTED .....	1
OFFICER .....	2
BOTH .....	3
NEITHER .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

PI-15. Which services have you talked about?

[RECORD ALL THAT APPLY. ENTER CTRL/P TO EXIT.]

ARMY .....	1
NAVY .....	2
AIR FORCE .....	3
MARINE CORPS .....	4
ALL SERVICES IN GENERAL .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PI-16. Have you talked about (YOUTH FIRST NAME)  
signing up for active duty, for the Reserve,  
or for the National Guard?

[PROBES: The Reserve are people in all services who train once a week, or one weekend a month and a couple of weeks in the summer. The National Guard consists of Army and Air Force units which are under the control of the governor of the state; they also train just once a week, or one weekend a month, and a couple of weeks in the summer.]

[RECORD ALL THAT APPLY. ENTER CTRL/P TO EXIT.]

ACTIVE DUTY .....	1
RESERVE .....	2
NATIONAL GUARD .....	3
NONE OF THE ABOVE .....	0
REFUSED .....	-7
DON'T KNOW .....	-8



ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Parental Influence

-----  
Screen Name: PI-17  
Variables: Ranges: Order #:  
PIMILOPN 1,2,3,-7,-8 69  
Sub-Population: Parents who have talked to the target youth  
about enlisting in the Armed Services  
[PIOFTMIL (PI-11) EQ 3,4]  
-----

-----  
Screen Name: PI-18  
Variables: Ranges: Order #:  
PINFMIL 1-5,-7,-8 70  
Sub-Population: All parents  
-----

-----  
Screen Name: PI-19  
Variables: Ranges: Order #:  
PIPOIADS 1,2,-7,-8 71  
Sub-Population: All parents  
-----

-----  
Screen Name: PI-21  
Variables: Ranges: Order #:  
PISUGREC 1,2,-7,-8 72  
Sub-Population: All parents  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec, 86)  
Module: Parental Influence

PI-17. When you talk about military service, do you generally encourage, discourage, or stay neutral about (YOUTH FIRST NAME) enlisting?

ENCOURAGE .....	1
STAY NEUTRAL .....	2
DISCOURAGE .....	3
REFUSED .....	-7
DON'T KNOW .....	-8

PI-18. How much influence do you think you have had on (YOUTH FIRST NAME)'s plans about enlisting? Have you had ...

a great deal of influence, .....	1
a considerable amount of influence, .....	2
some influence, .....	3
very little influence, or .....	4
no influence at all? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PI-19. Have you drawn your (son/daughter)'s attention to ads for the military services in the mass media?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

PI-21. Have you talked with your (son/daughter) about seeing a military recruiter?

YES .....	1	(PI-22)
NO .....	2	(PI-23)
REFUSED .....	-7	(PI-23)
DON'T KNOW .....	-8	(PI-23)

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Parental Influence

-----  
Screen Name: PI-22  
Variables: Ranges: Order #:  
PIRECAR 1,2,-7,-8 73  
PIRECNA 1,2,-7,-8 74  
PIRECAF 1,2,-7,-8 75  
PIRECMA 1,2,-7,-8 76  
Sub-Population: Parents who have talked to the target youth  
about seeing a military recruiter  
[PISUGREC (PI-21) EQ 1]  
-----

-----  
Screen Name: PI-23  
Variables: Ranges: Order #:  
PIRCMAIL 1,2,-7,-8 77  
Sub-Population: All parents  
-----

-----  
Screen Name: PI-25  
Variables: Ranges: Order #:  
PIPRBMIL 1-4,-7,-8 78  
Sub-Population: All parents  
-----

-----  
Screen Name: PI-26  
Variables: Ranges: Order #:  
PIEXPRAN 1,2,-7,-8 79  
Sub-Population: Parents who say that the target youth is  
likely to enlist in the military in the next  
few years  
[PIPRBMIL (PI-25) EQ 1,2]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec, 86)  
Module: Parental Influence

PI-22. Have you done this for the ...

	YES	NO	REF	DK
Army? .....	1	2	-7	-8
Navy? .....	1	2	-7	-8
Air Force? .....	1	2	-7	-8
Marines? .....	1	2	-7	-8

PI-23. Have you received military recruiting materials mailed to you or (YOUTH FIRST NAME) at your home address?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

PI-25. How likely is it that (YOUTH FIRST NAME) will enter the military in the next few years? Would you say that (he/she) ...

definitely will, .....	1	(PI-26)
probably will, .....	2	(PI-26)
probably will not, or .....	3	(IMPORTANCE MODULE)
definitely will not? .....	4	(IMPORTANCE MODULE)
REFUSED .....	-7	(IMPORTANCE MODULE)
DON'T KNOW .....	-8	(IMPORTANCE MODULE)

PI-26. Do you expect that (YOUTH FIRST NAME) will enter the military as an enlisted person or as an officer?

ENLISTED PERSON .....	1
OFFICER .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Parental Influence

END OF PARENTAL INFLUENCE MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-2 (Jan, Feb, Mar 87)**

**Module: Parental Influence**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-3 (Apr, May, Jun 87)**

**Module: Parental Influence**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**SUMMER 87 (Jul, Aug, Sep 87)**

**Module: Parental Influence**

**No updates this quarter.**



# **ACOMS ANNOTATED QUESTIONNAIRE**

**FALL 87 (Oct, Nov, Dec 87)**

**Module: Parental Influence**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-1 (Oct, Nov, Dec 86)**

**Module: Importance of Attributes**

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Importance of Attributes

Screen Name	IA-1	
Variables:	Ranges:	Order #:
PIPHYS	1-5,-7,-8	80
PIHIQUAL	1-5,-7,-8	82
PICASHED	1-5,-7,-8	83
PITRAIN	1-5,-7,-8	84
PISELCON	1-5,-7,-8	85
PICNTRY	1-5,-7,-8	86
PILEADER	1-5,-7,-8	87
PIHITECH	1-5,-7,-8	88
FIPROUD	1-5,-7,-8	89
PIPOTEN	1-5,-7,-8	90
PICIVCAR	1-5,-7,-8	91
PISERCOM	1-5,-7,-8	92
PIWEEKEN	1-5,-7,-8	93
PIHOME	1-5,-7,-8	94
PISTEP	1-5,-7,-8	95
PIMATURE	1-5,-7,-8	96
PIINNOV	1-5,-7,-8	97
PIMENTAL	1-5,-7,-8	98
Sub-Population:	All parents	

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Importance of Attributes

IAPINTRO. When thinking about (YOUTH FIRST NAME)'s future,  
how important is it that (he/she) have opportunities  
for the following things?

IA-1. Use a scale of 1 to 5 where a "1" means it is  
not at all important and "5" means it is very  
important.

		NOT IMP			VERY IMP		REF	DK
a.	Having a physical challenge? ....	1	2	3	4	5	-7	-8
b.	Working with highly-trained people? .....	1	2	3	4	5	-7	-8
c.	Earning money for college or vocational school? .....	1	2	3	4	5	-7	-8
d.	Training in useful skill areas? .	1	2	3	4	5	-7	-8
e.	Developing self-confidence? .....	1	3	3	4	5	-7	-8
f.	Serving your country? .....	1	2	3	4	5	-7	-8
g.	Developing leadership skills? ...	1	2	3	4	5	-7	-8
h.	A chance to work with the latest high-tech equipment? .....	1	2	3	4	5	-7	-8
i.	Having experiences you can be proud of? .....	1	2	3	4	5	-7	-8
j.	Developing your potential? .....	1	2	3	4	5	-7	-8
k.	Helping your career development? .....	1	2	3	4	5	-7	-8
l.	Serving your own community? .....	1	2	3	4	5	-7	-8
m.	Having weekend excitement? .....	1	2	3	4	5	-7	-8
n.	Staying in your own hometown? ...	1	2	3	4	5	-7	-8
o.	Having a stepping stone between high school and college? .....	1	2	3	4	5	-7	-8
p.	Becoming more mature and responsible? .....	1	2	3	4	5	-7	-8
q.	The opportunity to make changes and use your own judgment? .....	1	2	3	4	5	-7	-8
r.	Having a mental challenge? .....	1	2	3	4	5	-7	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Importance of Attributes

END OF IMPORTANCE OF ATTRIBUTES MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-2 (Jan, Feb, Mar 87)**

**Module: Importance of Attributes**

**Quarterly updates indicated by sidebar.**

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Importance of Attributes

Screen Name:	IA-1	Change Code:
Variables:	Ranges:	Order #: (87-2) A, D, W
PIWIDE	1-5,-7,-8	385
PIPHYS	1-5,-7,-8	80
PIPROUD	1-5,-7,-8	89
PISTEP	1-5,-7,-8	95
PILEADER	1-5,-7,-8	87
PIHITECH	1-5,-7,-8	88
PICIVCAR	1-5,-7,-8	91
PISELCON	1-5,-7,-8	85
PIPOTEN	1-5,-7,-8	90
PIMENTAL	1-5,-7,-8	98
PIMATURE	1-5,-7,-8	96
PITRAIN	1-5,-7,-8	84
PIHIQUAL	1-5,-7,-8	82
PICASHED	1-5,-7,-8	83
PICNTRY	1-5,-7,-8	86
PIHOME	1-5,-7,-8	94
PIWEEKEN	1-5,-7,-8	93
PISERPAR	1-5,-7,-8	386
PIINNOV	1-5,-7,-8	97
Sub-Population:	All parents	

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Importance of Attributes

IAPINTRO. When thinking about (YOUTH FIRST NAME)'s future,  
how important is it that (he/she) have opportunities for  
the following things?

IA1A\_P. Use a scale of 1 to 5 where a "1" means it is  
not at all important and "5" means it is very  
important.

		NOT IMP			VERY IMP	REF	DK
a.	Having a wide variety of opportunities to find a job (he/she) can enjoy? .....	1	2	3	4	5	-7 -8
b.	Having a physical challenge? .....	1	2	3	4	5	-7 -8
c.	Having an experience (he/she) can be proud of? .....	1	2	3	4	5	-7 -8
d.	Having a stepping-stone between high school and college? .....	1	2	3	4	5	-7 -8
e.	Developing leadership skills? ....	1	2	3	4	5	-7 -8
f.	Working with the latest high-tech equipment? .....	1	2	3	4	5	-7 -8
g.	Helping (his/her) career development? .....	1	2	3	4	5	-7 -8
h.	Developing self-confidence? .....	1	3	3	4	5	-7 -8
i.	Developing (his/her) potential? ..	1	2	3	4	5	-7 -8
j.	Having a mental challenge? .....	1	2	3	4	5	-7 -8
k.	Becoming more mature and responsible? .....	1	2	3	4	5	-7 -8
l.	Training in useful skill areas? ..	1	2	3	4	5	-7 -8
m.	Working with highly-trained people? .....	1	2	3	4	5	-7 -8
n.	Earning money for college or vocational education? .....	1	2	3	4	5	-7 -8
o.	Serving (his/her) country? .....	1	2	3	4	5	-7 -8
p.	Living in (his/her) own hometown?.	1	2	3	4	5	-7 -8
q.	Having interesting and exciting weekends? .....	1	2	3	4	5	-7 -8
r.	Working part-time? .....	1	2	3	4	5	-7 -8
s.	Being able to make changes and use (his/her) own judgment? ..	1	2	3	4	5	-7 -8



ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Importance of Attributes

END OF IMPORTANCE OF ATTRIBUTES MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-3 (Apr, May, Jun 87)**

**Module: Importance of Attributes**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**SUMMER 87 (Jul, Aug, Sep 87)**

**Module: Importance of Attributes**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**FALL 87 (Oct, Nov, Dec 87)**

**Module: Importance of Attributes**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-1 (Oct, Nov, Dec 86)**

**Module: Media Habits**

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Media Habits

-----  
Screen Name: MH-1  
Variables: Ranges: Order #:  
PTVWATCH 1,2,-7,-8 99  
Sub-Population: Approximately half of parents  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-2  
Variables: Ranges: Order #:  
PTVHRREG 100  
PTVHRCAB 101  
Sub-Population: Parents who watch TV regularly  
[PTVWATCH (MH-1) EQ 1,-7,-8]  
-----

-----  
Screen Name: MH-11  
Variables: Ranges: Order #:  
PTVCAB1 1,2,-7,-8 104  
PTVCAB2 1,2,-7,-8 105  
PTVCAB3 1,2,-7,-8 106  
PTVCAB4 1,2,-7,-8 107  
PTVCAB5 1,2,-7,-8 108  
Sub-Population: Parents who watch cable TV regularly  
[PTVHRCAB (MH-2) GT 0]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Media Habits

MH-1. I'd like to ask a few questions about your TV, radio and reading habits.

Do you regularly watch TV?

YES .....	1	(MH-2)
NO .....	2	(MH-14)
REFUSED .....	-7	(MH-2)
DON'T KNOW .....	-8	(MH-2)

MH-2. How many hours per week do you spend watching...

- a. programs on commercial networks, \_\_\_\_\_  
such as ABC, CBS, or NBC?
- b. programs on commercial cable stations \_\_\_\_\_  
such as ESPN, MTV, USA, or TBS?

-----  
CATI CHECK #MH1: IS CABLE OR SUBSCRIPTION TV WATCHED?  
[MH-2b > 0]  
  
YES ..... 1 (MH-11)  
NO ..... 2 (MH-12)  
-----

MH-11. Do you watch any of the following Cable or Subscription TV channels regularly?

	YES	NO	REF	DK
MTV [Rock Videos]?.....	1	2	-7	-8
Nashville Network [TNN]?.....	1	2	-7	-8
ESPN [Sports]?.....	1	2	-7	-8
WTBS [Syndicated]?.....	1	2	-7	-8
Black Entertainment TV [BET]? .....	1	2	-7	-8

-----  
CATI CHECK #MH2: IS TV WATCHED REGULARLY?  
[MH-2a > 0 OR MH-2a = -7,-8 OR  
MH-2b > 0 OR MH-2b = -7,-8]  
  
YES ..... 1 (MH-12)  
NO ..... 2 (MH-14)  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Media Habits

---

Screen Name: MH-12

Variables:	Ranges:	Order #:
PTVSPORT	1,2,-7,-8	109
PTVMYS	1,2,-7,-8	110
PTVDRAMA	1,2,-7,-8	111
PTVMUSIC	1,2,-7,-8	112
PTVCOMDY	1,2,-7,-8	113
PTVMOVIE	1,2,-7,-8	114
PTVTALK	1,2,-7,-8	115

Sub-Population: Parents who watch TV regularly  
[PTVHRREG (MH-2) GT 0] OR  
[PTVHRREG EQ -7,-8] OR  
[PTVHRCAB (MH-2) GT 0] OR  
[PTVHRCAB EQ -7,-8]

---



---

Screen Name: MH-13

Variables:	Ranges:	Order #:
PTVSH1	1,2,-7,-8	116
PTVSH2	1,2,-7,-8	117
PTVSH3	1,2,-7,-8	118
PTVSH4	1,2,-7,-8	119
PTVSH5	1,2,-7,-8	120

Sub-Population: Parents who watch TV regularly  
[PTVHRREG (MH-2) GT 0] OR  
[PTVHRREG EQ -7,-8] OR  
[PTVHRCAB (MH-2) GT 0] OR  
[PTVHRCAB EQ -7,-8]

---



---

Screen Name: MH-14

Variables:	Ranges:	Order #:
PVCRHAVE	1,2,-7,-8	121

Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]

---



ACOMS Annotated Questionnaire  
 Quarter 87-1 (Oct, Nov, & Dec 86)  
 Module: Media Habits

MH-12. Do you frequently watch any of the following types of TV shows?

	YES	NO	REF	DK
Sports? .....	1	2	-7	-8
Suspense or mystery? ..	1	2	-7	-8
General drama? .....	1	2	-7	-8
Music or music video? .	1	2	-7	-8
Situation comedy? .....	1	2	-7	-8
TV movies? .....	1	2	-7	-8
Talk shows? .....	1	2	-7	-8

MH-13. Please tell me if you watch any of the following TV shows regularly. Do you watch...

	YES	NO	REF	DK
David Letterman?.....	1	2	-7	-8
Friday Night Videos?.....	1	2	-7	-8
Monday Night Football?.....	1	2	-7	-8
College Football?.....	1	2	-7	-8
Sunday Night at the Movies?...	1	2	-7	-8

MH-14. Does your household have a Video Cassette Recorder [VCR]?

YES .....	1	(MH-15)
NO .....	2	(MH-16)
REFUSED .....	-7	(MH-16)
DON'T KNOW .....	-8	(MH-16)

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Media Habits

-----  
Screen Name: MH-15  
Variables: Ranges: Order #:  
PVCRRHOUR 122  
Sub-Population: Parents who have a VCR  
[PVCRRHAVE (MH-14) EQ 1]  
-----

-----  
Screen Name: MH-16  
Variables: Ranges: Order #:  
PRADLIS 1,2,-7,-8 123  
Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-17  
Variables: Ranges: Order #:  
PRADHRRAM 0-168,-7,-8 124  
PRADHREFM 0-168,-7,-8 125  
Sub-Population: Parents who regularly listen to the radio  
[PRADLIS (MH-16) EQ 1]  
-----

-----  
Screen Name: MH-26  
Variables: Ranges: Order #:  
PRADNEWS 1,2,-7,-8 128  
PRADCLAS 1,2,-7,-8 129  
PRADPOP 1,2,-7,-8 130  
PRADCW 1,2,-7,-8 131  
PRADSPOR 1,2,-7,-8 132  
PRADTALK 1,2,-7,-8 133  
PRADROCK 1,2,-7,-8 134  
PRADEASY 1,2,-7,-8 135  
Sub-Population: Parents who regularly listen to the radio  
[PRADHRRAM (MH-17) GT 0] OR  
[PRADHRRAM EQ -7,-8] OR  
[PRADHREFM (MH-17) GT 0] OR  
[PRADHREFM EQ -7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Media Habits

MH-15. How many hours per week do you usually spend watching your VCR?

HOURS \_\_\_\_\_

MH-16. Now let's talk about radio listening. Do you regularly listen to the radio?

YES ..... 1 (MH-17)  
NO ..... 2 (MH-28)  
REFUSED ..... -7 (MH-28)  
DON'T KNOW ..... -8 (MH-28)

MH-17. How many hours per week do you listen to...

a. AM Radio? \_\_\_\_\_  
b. FM Radio? \_\_\_\_\_

-----  
CATI CHECK #MH3: IS RADIO LISTENED TO REGULARLY?  
[MH-17a > 0 OR MH-17a = -7, -8 OR  
MH-17b > 0 OR MH-17b = -7, -8  
  
YES ..... 1 (MH-26)  
NO ..... 2 (MH-28)  
-----

MH-26. Do you frequently listen to any of the following types of radio programs?

	YES	NO	REF	DK
News? .....	1	2	-7	-8
Classical music? .....	1	2	-7	-8
Pop? .....	1	2	-7	-8
Country? .....	1	2	-7	-8
Sports? .....	1	2	-7	-8
Talk Shows? .....	1	2	-7	-8
Rock & Roll? .....	1	2	-7	-8
"Easy Listening"? .....	1	2	-7	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Media Habits

-----  
Screen Name: MH-27  
Variables: Ranges: Order #:  
PRADSH1 1,2,-7,-8 136  
PRADSH2 1,2,-7,-8 137  
PRADSH3 1,2,-7,-8 138  
PRADSH4 1,2,-7,-8 139  
PRADSH5 1,2,-7,-8 140  
Sub-Population: Parents who regularly listen to the radio  
[PRADHRAM (MH-17) GT 0] OR  
[PRADHRAM EQ -7,-8] OR  
[PRADHREFM (MH-17) GT 0] OR  
[PRADHREFM EQ -7,-8]  
-----

-----  
Screen Name: MH-28  
Variables: Ranges: Order #:  
PPAPREAD 1-5,-7,-8 141  
Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-29  
Variables: Ranges: Order #:  
PPAPHOUR 0-168,-7,-8 142  
Sub-Population: Parents who read the newspaper  
[PPAPREAD (MH-28) EQ 2,3,4,5]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Media Habits

MH-27. Do you listen to the following programs regularly?

	YES	NO	REF	DK
American Top 40?.....	1	2	-7	-8
King Biscuit Flower Hour?.	1	2	-7	-8
Rick Dees' Top 40?.....	1	2	-7	-8
Metal Shop?.....	1	2	-7	-8
Rockline?.....	1	2	-7	-8

MH-28. How often do you read the newspaper? Is it...

Never, .....	1	(MH-31)
Less than twice a week, .....	2	(MH-29)
2-3 times per week, .....	3	(MH-29)
4-5 times per week, or .....	4	(MH-29)
Daily? .....	5	(MH-29)
REFUSED .....	-7	(MH-31)
DON'T KNOW .....	-8	(MH-31)

MH-29. How many hours per week do you spend reading the newspaper?

HOURS \_\_\_\_\_

-----  
| CATI CHECK #MH4: IS NEWSPAPER READ? |  
| [MH-29 > 0 OR = -7, -8] |  
| |  
| YES ..... 1 (MH-30) |  
| NO ..... 2 (MH-31) |  

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Media Habits

-----  
Screen Name: MH-30  
Variables: Ranges: Order #:  
PPAPSPOR 1,2,-7,-8 144  
PPAPCOM 1,2,-7,-8 145  
PPAPNEWS 1,2,-7,-8 146  
PPAPLOC 1,2,-7,-8 147  
PPAPFOOD 1,2,-7,-8 148  
PPAPSTYL 1,2,-7,-8 149  
PPAPCLAS 1,2,-7,-8 150  
Sub-Population: Parents who read the newspaper  
[PPAPHOUR (MH-29) > GT 0] OR  
[PPAPHOUR EQ -7,-8]  
-----

-----  
Screen Name: MH-31  
Variables: Ranges: Order #:  
PMAGREAD 1,2,-7,-8 151  
Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-32  
Variables: Ranges: Order #:  
PMAG1 101-254,991,-7,-8 152  
PMAG2 101-254,991,-7,-8 153  
PMAG3 101-254,991,-7,-8 154  
PMAG4 101-254,991,-7,-8 155  
PMAG5 101-254,991,-7,-8 156  
PMAG6 101-254,991,-7,-8 157  
Sub-Population: Parents who regularly read magazines  
[PMAGREAD (MH-31) EQ 1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Media Habits

MH-30. Do you regularly read any of the following sections?

	YES	NO	REF	DK
Sports? .....	1	2	-7	-8
Comics? .....	1	2	-7	-8
News? .....	1	2	-7	-8
Local? .....	1	2	-7	-8
Food? .....	1	2	-7	-8
Lifestyle? .....	1	2	-7	-8
Classified? .....	1	2	-7	-8

MH-31. Do you regularly read magazines?

YES .....	1 (MH-32)
NO .....	2 (RECALL MODULE)
REFUSED .....	-7 (RECALL MODULE)
DON'T KNOW .....	-8 (RECALL MODULE)

MH-32. What magazines do you read on a regular basis, that is, that you have read at least 3 of the past 4 issues?

[ENTER APPROPRIATE NUMBER FROM HARD COPY LIST,  
OR '991' FOR OTHER. ENTER CTRL/P TO CONTINUE.]

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Media Habits

-----  
Screen Name: MH-33  
Variables: Ranges: Order #:  
PMAGHOUR 0-168,-7,-8 158  
Sub-Population: Parents who regularly read magazines  
[PMAGREAD (MH-31) EQ 1]  
-----



ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Media Habits

MH-33. How many hours a week do you spend reading magazines?

HOURS \_\_\_\_\_

[GO TO KNOWLEDGE-RECALL MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Media Habits

END OF MEDIA HABITS MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-2 (Jan, Feb, Mar 87)**

**Module: Media Habits**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-3 (Apr, May, Jun 87)**

**Module: Media Habits**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**SUMMER 87 (Jul, Aug, Sep 87)**

**Module: Media Habits**

**Quarterly updates indicated by sidebar.**

## KEY CHANGES IN MEDIA HABITS MODULE AFFECTING ANALYSIS

This quarter key changes were made in the Media Habits module that may affect analysis of the data. In previous quarters, the questions "Do you regularly watch TV?" (MH-1, PTVWATCH) and "Do you regularly listen to the radio?" (MH-16, PRADLIS) were gate questions that determined who would be asked about their television and radio programming preferences. Only parents who answered "Yes" to the questions were asked how many hours a week they watched television and/or listened to the radio. Parents claiming they watched and/or listened regularly and that they watched/listened more than zero hours a week received subsequent questions about programming preferences.

Beginning this quarter (Q87-4), all parents who receive the media habits questions are asked how many hours a week they watch television (MH-2) and listen to the radio (MH-17) regardless of whether or not they consider themselves regular TV viewers or radio listeners. Only parents who say they watch TV and/or listen to the radio zero hours a week are excluded from reception of the programming preference questions.

The annotation in this section indicates subpopulation changes for the variables attached to questions about weekly hours spent watching television and listening to the radio. The following variables are now asked of all parents who receive the media habits questions:

<u>Screen Name</u>	<u>Variable Name</u>
MH-2	PTVHRREG
MH-2	PTVHRCAB
MH-17	PRADHRAM
MH-17	PRADHRFM

Less obvious are the indicated subpopulation changes for variables attached to questions about programming preferences. The subpopulation is different, not because of programming changes in these variables themselves, but rather because the elimination of the initial gate function for questions MH-1 and MH-16 expands the

number of respondents who are asked the preference questions. The following variables are affected by this change:

<u>Screen Name</u>	<u>Variable Name</u>
MH-11	PTVCAB1
MH-11	PTVCAB2
MH-11	PTVCAB3
MH-11	PTVCAB4
MH-11	PTVCAB5
MH-12	PTVSPORT
MH-12	PTVMYS
MH-12	PTVDRAMA
MH-12	PTVMUSIC
MH-12	PTVCOMDY
MH-12	PTVMOVIE
MH-12	PTVTALK
MH-13	PTVSH1
MH-13	PTVSH2
MH-13	PTVSH3
MH-13	PTVSH4
MH-13	PTVSH5
MH-26	PRADNEWS
MH-26	PRADCLAS
MH-26	PRADPOP
MH-26	PRADCW
MH-26	PRADSPOR
MH-26	PRADTALK
MH-26	PRADROCK
MH-26	PRADEASY
MH-27	YRADSH1
MH-27	YRADSH2
MH-27	YRADSH3
MH-27	YRADSH4
MH-27	YRADSH5

ACOMS Annotated Questionnaire  
Quarter 87-4 (Jul, Aug, & Sep 87)  
Module: Media Habits

Screen Name: MH-1  
Variables: Ranges: Order #:  
PTVWATCH 1,2,-7,-8 99  
Sub-Population: Approximately half of parents  
[RANDROP EQ 2,4,6]

Screen Name: MH-2 Change Code:  
Variables: Ranges: Order #: (87-4) S  
PTVHRREG 0-168,-7,-8 100  
PTVHRCAB 0-168,-7,-8 101  
Sub-Population: Approximately half of parents who receive  
media habits questions  
[RANDROP EQ 2,4,6]

Screen Name: MH-11  
Variables: Ranges: Order #:  
PTVCAB1 1,2,-7,-8 104  
PTVCAB2 1,2,-7,-8 105  
PTVCAB3 1,2,-7,-8 106  
PTVCAB4 1,2,-7,-8 107  
PTVCAB5 1,2,-7,-8 108  
Sub-Population: Parents who watch cable TV regularly  
[PTVHRCAB (MH-2) GT 0]  
[PTVHRCAB EQ -7,-8]



ACOMS Annotated Questionnaire  
Quarter 87-4 (Jul, Aug, & Sep 87)  
Module: Media Habits

MH-1. I'd like to ask a few questions about your TV, radio and reading habits.

Do you regularly watch TV?

YES	1	(MH-2)
NO	2	(MH-14)
REFUSED	-7	(MH-2)
DON'T KNOW	-8	(MH-2)

MH-2. How many hours per week do you spend watching...

a. programs on commercial networks,  
such as ABC, CBS, or NBC?

b. programs on commercial cable stations such as ESPN, MTV, USA, or TBS?

```
|CATI CHECK #MH1:  IS CABLE OR SUBSCRIPTION TV WATCHED?
|                  [MH-2b > 0]
|
|                  YES ..... 1 (MH-11)
|                  NO ..... 2 (MH-12)
```

MH-11. Do you watch any of the following Cable or Subscription TV channels regularly?

	YES	NO	REF	DK
MTV [Rock Videos]?.....	1	2	-7	-8
Nashville Network [TNN]?.....	1	2	-7	-8
ESPN [Sports]?.....	1	2	-7	-8
WTBS [Syndicated]?.....	1	2	-7	-8
Black Entertainment TV [BET]?.....	1	2	-7	-8

```
|CATI CHECK #MH2:  IS TV WATCHED REGULARLY?
|                  [MH-2a > 0 OR MH-2a = -7,-8 OR
|                  MH-2b > 0 OR MH-2b = -7,-8]
|
|                  YES ..... 1 (MH-12)
|                  NO ..... 2 (MH-14)
```

ACOMS Annotated Questionnaire  
Quarter 87-4 (Jul, Aug, & Sep 87)  
Module: Media Habits

-----

Screen Name: MH-12

Variables:	Ranges:	Order #:
PTVSPORT	1,2,-7,-8	109
PTVMYS	1,2,-7,-8	110
PTVDRAMA	1,2,-7,-8	111
PTVMUSIC	1,2,-7,-8	112
PTVCOMDY	1,2,-7,-8	113
PTVMOVIE	1,2,-7,-8	114
PTVTALK	1,2,-7,-8	115

Sub-Population: Parents who watch TV regularly  
[PTVHRREG (MH-2) GT 0] OR  
[PTVHRREG EQ -7,-8] OR  
[PTVHRCAB (MH-2) GT 0] OR  
[PTVHRCAB EQ -7,-8]

-----

-----

Screen Name: MH-13

Variables:	Ranges:	Order #:
PTVSH1	1,2,-7,-8	116
PTVSH2	1,2,-7,-8	117
PTVSH3	1,2,-7,-8	118
PTVSH4	1,2,-7,-8	119
PTVSH5	1,2,-7,-8	120

Sub-Population: Parents who watch TV regularly  
[PTVHRREG (MH-2) GT 0] OR  
[PTVHRREG EQ -7,-8] OR  
[PTVHRCAB (MH-2) GT 0] OR  
[PTVHRCAB EQ -7,-8]

-----

-----

Screen Name: MH-14

Variables:	Ranges:	Order #:
PVCRHAVE	1,2,-7,-8	121

Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]

-----

ACOMS Annotated Questionnaire  
 Quarter 87-4 (Jul, Aug, & Sep 87)  
 Module: Media Habits

MH-12. Do you frequently watch any of the following types of TV shows?

	YES	NO	REF	DK
Sports? .....	1	2	-7	-8
Suspense or mystery? ..	1	2	-7	-8
General drama? .....	1	2	-7	-8
Music or music video? .	1	2	-7	-8
Situation comedy? .....	1	2	-7	-8
TV movies? .....	1	2	-7	-8
Talk shows? .....	1	2	-7	-8

MH-13. Please tell me if you watch any of the following TV shows regularly. Do you watch...

	YES	NO	REF	DK
David Letterman?.....	1	2	-7	-8
Friday Night Videos?.....	1	2	-7	-8
Monday Night Football?.....	1	2	-7	-8
College Football?.....	1	2	-7	-8
Sunday Night at the Movies?...	1	2	-7	-8

MH-14. Does your household have a Video Cassette Recorder [VCR]?

YES .....	1	(MH-15)
NO .....	2	(MH-16)
REFUSED .....	-7	(MH-16)
DON'T KNOW .....	-8	(MH-16)

ACOMS Annotated Questionnaire  
Quarter 87-4 (Jul, Aug, & Sep 87)  
Module: Media Habits

-----  
Screen Name: MH-15  
Variables: Ranges: Order #:  
PVCRRHOUR 0-168,-7,-8 122  
Sub-Population: Parents who have a VCR  
[PVCRRHAVE (MH-14) EQ 1]  
-----

-----  
Screen Name: MH-16  
Variables: Ranges: Order #:  
PRADLIS 1,2,-7,-8 123  
Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-17  
Variables: Ranges: Order #: Change Code:  
PRADHRRAM 0-168,-7,-8 124 (87-4) S  
PRADHRRFM 0-168,-7,-8 125  
Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-26  
Variables: Ranges: Order #:  
PRADNEWS 1,2,-7,-8 128  
PRADCLAS 1,2,-7,-8 129  
PRADPOP 1,2,-7,-8 130  
PRADCW 1,2,-7,-8 131  
PRADSPOR 1,2,-7,-8 132  
PRADTALK 1,2,-7,-8 133  
PRADROCK 1,2,-7,-8 134  
PRADEASY 1,2,-7,-8 135  
Sub-Population: Parents who regularly listen to the radio  
[PRADHRRAM (MH-17) GT 0] OR  
[PRADHRRAM EQ -7,-8] OR  
[PRADHRRFM (MH-17) GT 0] OR  
[PRADHRRFM EQ -7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-4 (Jul, Aug, & Sep 87)  
Module: Media Habits

MH-15. How many hours per week do you usually spend watching your VCR?

HOURS \_\_\_\_\_

MH-16. Now let's talk about radio listening. Do you regularly listen to the radio?

YES ..... 1 (MH-17)  
NO ..... 2 (MH-28)  
REFUSED ..... -7 (MH-28)  
DON'T KNOW ..... -8 (MH-28)

MH-17. How many hours per week do you listen to...

a. AM Radio? \_\_\_\_\_  
b. FM Radio? \_\_\_\_\_

-----  
CATI CHECK #MH3: IS RADIO LISTENED TO REGULARLY?  
[MH-17a > 0 OR MH-17a = -7,-8 OR  
MH-17b > 0 OR MH-17b = -7,-8  
  
YES ..... 1 (MH-26)  
NO ..... 2 (MH-28)  
-----

MH-26. Do you frequently listen to any of the following types of radio programs?

	YES	NO	REF	DK
News? .....	1	2	-7	-8
Classical music? .....	1	2	-7	-8
Pop? .....	1	2	-7	-8
Country? .....	1	2	-7	-8
Sports? .....	1	2	-7	-8
Talk Shows? .....	1	2	-7	-8
Rock & Roll? .....	1	2	-7	-8
"Easy Listening"? .....	1	2	-7	-8

ACOMS Annotated Questionnaire  
Quarter 87-4 (Jul, Aug, & Sep 87)  
Module: Media Habits

-----  
Screen Name: MH-27  
Variables: Ranges: Order #:  
PRADSH1 1,2,-7,-8 136  
PRADSH2 1,2,-7,-8 137  
PRADSH3 1,2,-7,-8 138  
PRADSH4 1,2,-7,-8 139  
PRADSH5 1,2,-7,-8 140  
Sub-Population: Parents who regularly listen to the radio  
[PRADHRAM (MH-17) GT 0] OR  
[PRADHRAM EQ -7,-8] OR  
[PRADHREFM (MH-17) GT 0] OR  
[PRADHREFM EQ -7,-8]  
-----

-----  
Screen Name: MH-28  
Variables: Ranges: Order #:  
PPAPREAD 1-5,-7,-8 141  
Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-29  
Variables: Ranges: Order #:  
PPAPHOUR 0-168,-7,-8 142  
Sub-Population: Parents who read the newspaper  
[PPAPREAD (MH-28) EQ 2,3,4,5]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-4 (Jul, Aug, & Sep 87)  
 Module: Media Habits

MH-27. Do you listen to the following programs regularly?

	YES	NC	REF	DK
American Top 40?.....	1	2	-7	-8
King Biscuit Flower Hour?.	1	2	-7	-8
Rick Dees' Top 40?.....	1	2	-7	-8
Metal Shop?.....	1	2	-7	-8
Rockline?.....	1	2	-7	-8

MH-28. How often do you read the newspaper? Is it...

never, .....	1	(MH-31)
less than twice a week, .....	2	(MH-29)
2-3 times per week, .....	3	(MH-29)
4-5 times per week, or .....	4	(MH-29)
daily? .....	5	(MH-29)
REFUSED .....	-7	(MH-31)
DON'T KNOW .....	-8	(MH-31)

MH-29. How many hours per week do you spend reading the newspaper?

HOURS \_\_\_\_\_

-----  
 CATI CHECK #MH4: IS NEWSPAPER READ?  
 [MH-29 > 0 OR = -7, -8]  
 YES ..... 1 (MH-30)  
 NO ..... 2 (MH-31)  
 -----

ACOMS Annotated Questionnaire  
Quarter 87-4 (Jul, Aug, & Sep 87)  
Module: Media Habits

-----

Screen Name: MH-30

Variables:	Ranges:	Order #:
PPAPSPOR	1,2,-7,-8	144
PPAPCOM	1,2,-7,-8	145
PPAPNEWS	1,2,-7,-8	146
PPAPLOC	1,2,-7,-8	147
PPAPFOOD	1,2,-7,-8	148
PPAPSTYL	1,2,-7,-8	149
PPAPCLAS	1,2,-7,-8	150

Sub-Population: Parents who read the newspaper  
[PPAPHOUR (MH-29) > GT 0] OR  
[PPAPHOUR EQ -7,-8]

-----

-----

Screen Name: MH-31

Variables:	Ranges:	Order #:
PMAGREAD	1,2,-7,-8	151

Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]

-----

-----

Screen Name: MH-32

Variables:	Ranges:	Order #:
PMAG1	101-254,991,-7,-8	152
PMAG2	101-254,991,-7,-8	153
PMAG3	101-254,991,-7,-8	154
PMAG4	101-254,991,-7,-8	155
PMAG5	101-254,991,-7,-8	156
PMAG6	101-254,991,-7,-8	157

Sub-Population: Parents who regularly read magazines  
[PMAGREAD (MH-31) EQ 1]

-----



ACOMS Annotated Questionnaire  
 Quarter 87-4 (Jul, Aug, & Sep 87)  
 Module: Media Habits

MH-30. Do you regularly read any of the following sections?

	YES	NO	REF	DK
Sports? .....	1	2	-7	-8
Comics? .....	1	2	-7	-8
News? .....	1	2	-7	-8
Local? .....	1	2	-7	-8
Food? .....	1	2	-7	-8
Lifestyle? .....	1	2	-7	-8
Classified? .....	1	2	-7	-8

MH-31. Do you regularly read magazines?

YES .....	1 (MH-32)
NO .....	2 (RECALL MODULE)
REFUSED .....	-7 (RECALL MODULE)
DON'T KNOW .....	-8 (RECALL MODULE)

MH-32. What magazines do you read on a regular basis, that is, that you have read at least 3 of the past 4 issues?

[ENTER APPROPRIATE NUMBER FROM HARD COPY LIST,  
OR '991' FOR OTHER. USE CTRL/P TO EXIT.]

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-4 (Jul, Aug, & Sep 87)  
Module: Media Habits

-----  
Screen Name: MH-33  
Variables: Ranges: Order #:  
PMAGHOUR 0-168,-7,-8 158  
Sub-Population: Parents who regularly read magazines  
[PMAGREAD (MH-31) EQ 1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-4 (Jul, Aug, & Sep 87)  
Module: Media Habits

MH-33. How many hours a week do you spend reading magazines?

HOURS \_\_\_\_\_

[GO TO KNOWLEDGE-RECALL MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-4 (Jul, Aug, & Sep 87)  
Module: Media Habits

END OF MEDIA HABITS MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**FALL 87 (Oct, Nov, Dec 87)**

**Module: Media Habits**

**Quarterly updates indicated by sidebar.**

ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

-----  
Screen Name: MH-1  
Variables: Ranges: Order #:  
PTVWATCH 1,2,-7,-8 99  
Sub-Population: Approximately half of parents  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-2 Change Code:  
Variables: Ranges: Order #: (87-4) S  
PTVHRREG 0-168,-7,-8 100  
PTVHRCAB 0-168,-7,-8 101  
Sub-Population: Approximately half of parents who receive  
media habits questions  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-11  
Variables: Ranges: Order #:  
PTVCAB1 1,2,-7,-8 104  
PTVCAB2 1,2,-7,-8 105  
PTVCAB3 1,2,-7,-8 106  
PTVCAB4 1,2,-7,-8 107  
PTVCAB5 1,2,-7,-8 108  
Sub-Population: Parents who watch cable TV regularly  
[PTVHRCAB (MH-2) GT 0]  
[PTVHRCAB EQ -7,-8]  
-----

ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

MH-1. I'd like to ask a few questions about your TV,  
radio and reading habits.

Do you regularly watch TV?

YES .....	1	(MH-2)
NO .....	2	(MH-14)
REFUSED .....	-7	(MH-2)
DON'T KNOW .....	-8	(MH-2)

MH-2. How many hours per week do you spend watching...

a. programs on commercial networks, \_\_\_\_\_  
such as ABC, CBS, or NBC?

b. programs on commercial cable stations \_\_\_\_\_  
such as ESPN, MTV, USA, or TBS?

```

-----
| CATI CHECK #MH1:  IS CABLE OR SUBSCRIPTION TV WATCHED? |
|                   [MH-2b > 0]                             |
|                   YES ..... 1 (MH-11)                    |
|                   NO ..... 2 (MH-12)                    |
|-----|
  
```

MH-11. Do you watch any of the following Cable or Subscription TV  
channels regularly?

	YES	NO	REF	DK
MTV [Rock Videos]?.....	1	2	-7	-8
Nashville Network [TNN]?.....	1	2	-7	-8
ESPN [Sports]?.....	1	2	-7	-8
WTBS [Syndicated]?.....	1	2	-7	-8
Black Entertainment TV [BET]? .....	1	2	-7	-8

```

-----
| CATI CHECK #MH2:  IS TV WATCHED REGULARLY?              |
|                   [MH-2a > 0 OR MH-2a = -7,-8 OR          |
|                   MH-2b > 0 OR MH-2b = -7,-8]             |
|                   YES ..... 1 (MH-12,)                   |
|                   NO ..... 2 (MH-14)                     |
|-----|
  
```

ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

-----  
Screen Name: MH-12  
Variables: Ranges: Order #:  
PTVSPORT 1,2,-7,-8 109  
PTVMYS 1,2,-7,-8 110  
PTVDRAMA 1,2,-7,-8 111  
PTVMUSIC 1,2,-7,-8 112  
PTVCOMDY 1,2,-7,-8 113  
PTVMOVIE 1,2,-7,-8 114  
PTVTALK 1,2,-7,-8 115  
Sub-Population: Parents who watch TV regularly  
[PTVHRREG (MH-2) GT 0] OR  
[PTVHRREG EQ -7,-8] OR  
[PTVHRCAB (MH-2) GT 0] OR  
[PTVHRCAB EQ -7,-8]  
-----

-----  
Screen Name: MH13Q881 Change Code:  
Variables: Ranges: Order #: (F-87) A  
PTVSH1 1,2,-7,-8 116  
PTVSH2 1,2,-7,-8 117  
PTVSH3 1,2,-7,-8 118  
PTVSH4 1,2,-7,-8 119  
PTVSH5 1,2,-7,-8 120  
PTVSH6 1,2,-7,-8 452  
Sub-Population: Parents who watch TV regularly  
[PTVHRREG (MH-2) GT 0] OR  
[PTVHRREG EQ -7,-8] OR  
[PTVHRCAB (MH-2) GT 0] OR  
[PTVHRCAB EQ -7,-8]  
-----

-----  
Screen Name: MH-14  
Variables: Ranges: Order #:  
PVCRAVE 1,2,-7,-8 121  
Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]  
-----



ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

MH-12. Do you frequently watch any of the following types of TV shows?

	YES	NO	REF	DK
Sports? .....	1	2	-7	-8
Suspense or mystery? .....	1	2	-7	-8
General drama? .....	1	2	-7	-8
Music or music video? .....	1	2	-7	-8
Situation comedy? .....	1	2	-7	-8
TV movies? .....	1	2	-7	-8
Talk shows? .....	1	2	-7	-8

MH13Q881. Please tell me if you watch any of the following TV shows regularly. Do you watch...

	YES	NO	REF	DK
David Letterman? .....	1	2	-7	-8
Friday Night Videos? .....	1	2	-7	-8
Monday Night Football? .....	1	2	-7	-8
College Football? .....	1	2	-7	-8
Sunday Night at the Movies? .....	1	2	-7	-8
Tour of Duty? .....	1	2	-7	-8

MH-14. Does your household have a Video Cassette Recorder [VCR]?

YES .....	1	(MH-15)
NO .....	2	(MH-16)
REFUSED .....	-7	(MH-16)
DON'T KNOW .....	-8	(MH-16)

ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

-----  
Screen Name: MH-15  
Variables: Ranges: Order #:  
PVCRRHOUR 0-168,-7,-8 122  
Sub-Population: Parents who have a VCR  
[PVCRRHAVE (MH-14) EQ 1]  
-----

-----  
Screen Name: MH-16  
Variables: Ranges: Order #:  
PRADLIS 1,2,-7,-8 123  
Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-17 Change Code:  
Variables: Ranges: Order #: (87-4) S  
PRADHRAM 0-168,-7,-8 124  
PRADHRFM 0-168,-7,-8 125  
Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-26  
Variables: Ranges: Order #:  
PRADNEWS 1,2,-7,-8 128  
PRADCLAS 1,2,-7,-8 129  
PRADPOP 1,2,-7,-8 130  
PRADCW 1,2,-7,-8 131  
PRADSPOR 1,2,-7,-8 132  
PRADTALK 1,2,-7,-8 133  
PRADROCK 1,2,-7,-8 134  
PRADEASY 1,2,-7,-8 135  
Sub-Population: Parents who regularly listen to the radio  
[PRADHRAM (MH-17) GT 0] OR  
[PRADHRAM EQ -7,-8] OR  
[PRADHRFM (MH-17) GT 0] OR  
[PRADHRFM EQ -7,-8]  
-----

ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

MH-15. How many hours per week do you usually spend watching your VCR?

HOURS \_\_\_\_\_

MH-16. Now let's talk about radio listening. Do you regularly listen to the radio?

YES ..... 1 (MH-17)  
NO ..... 2 (MH-28)  
REFUSED ..... -7 (MH-28)  
DON'T KNOW ..... -8 (MH-28)

MH-17. How many hours per week do you listen to...

a. AM Radio? \_\_\_\_\_  
b. FM Radio? \_\_\_\_\_

-----  
CATI CHECK #MH3: IS RADIO LISTENED TO REGULARLY?  
[MH-17a > 0 OR MH-17a = -7,-8 OR  
MH-17b > 0 OR MH-17b = -7,-8  
  
YES ..... 1 (MH-26)  
NO ..... 2 (MH-28)  
-----

MH-26. Do you frequently listen to any of the following types of radio programs?

	YES	NO	REF	DK
New s? .....	1	2	-7	-8
Classical music? .....	1	2	-7	-8
Pop? .....	1	2	-7	-8
Country? .....	1	2	-7	-8
Sports? .....	1	2	-7	-8
Talk Shows? .....	1	2	-7	-8
Rock & Roll? .....	1	2	-7	-8
"Easy Listening"? .....	1	2	-7	-8

ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

-----  
Screen Name: MH-27  
Variables: Ranges: Order #:  
PRADSH1 1,2,-7,-8 136  
PRADSH2 1,2,-7,-8 137  
PRADSH3 1,2,-7,-8 138  
PRADSH4 1,2,-7,-8 139  
PRADSH5 1,2,-7,-8 140  
Sub-Population: Parents who regularly listen to the radio  
[PRADHRAM (MH-17) GT 0] OR  
[PRADHRAM EQ -7,-8] OR  
[PRADHRFM (MH-17) GT 0] OR  
[PRADHRFM EQ -7,-8]  
-----

-----  
Screen Name: MH-28  
Variables: Ranges: Order #:  
PPAPREAD 1-5,-7,-8 141  
Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-29  
Variables: Ranges: Order #:  
PPAPHOUR 0-168,-7,-8 142  
Sub-Population: Parents who read the newspaper  
[PPAPREAD (MH-28) EQ 2,3,4,5]  
-----

ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

MH-27. Do you listen to the following programs regularly?

	YES	NO	REF	DK
American Top 40?.....	1	2	-7	-8
King Biscuit Flower Hour?.	1	2	-7	-8
Rick Dees' Top 40?.....	1	2	-7	-8
Metal Shop?.....	1	2	-7	-8
Rockline?.....	1	2	-7	-8

MH-28. How often do you read the newspaper? Is it...

never, .....	1	(MH-31)
less than twice a week, .....	2	(MH-29)
2-3 times per week, .....	3	(MH-29)
4-5 times per week, or .....	4	(MH-29)
daily? .....	5	(MH-29)
REFUSED .....	-7	(MH-31)
DON'T KNOW .....	-8	(MH-31)

MH-29. How many' hours per week do you spend reading the newspaper?

HOURS \_\_\_\_\_

```

-----
| CATI CHECK #MH4:  IS NEWSPAPER READ?
|                   [MH-29 > 0 OR = -7, -8]
|
|                   YES ..... 1 (MH-30)
|                   NO ..... 2 (MH-31)
|
-----

```

ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

-----  
Screen Name: MH-30  
Variables: Ranges: Order #:  
PPAPSPOR 1,2,-7,-8 144  
PPAPCOM 1,2,-7,-8 145  
PPAPNEWS 1,2,-7,-8 146  
PPAPLOC 1,2,-7,-8 147  
PPAPFOOD 1,2,-7,-8 148  
PPAPSTYL 1,2,-7,-8 149  
PPAPCLAS 1,2,-7,-8 150  
Sub-Population: Parents who read the newspaper  
[PPAPHOUR (MH-29) > GT 0] OR  
[PPAPHOUR EQ -7,-8]  
-----

-----  
Screen Name: MH-31  
Variables: Ranges: Order #:  
PMAGREAD 1,2,-7,-8 151  
Sub-Population: Parents asked the media habits questions  
[RANDROP EQ 2,4,6]  
-----

-----  
Screen Name: MH-32  
Variables: Ranges: Order #:  
PMAG1 101-254,991,-7,-8 152  
PMAG2 101-254,991,-7,-8 153  
PMAG3 101-254,991,-7,-8 154  
PMAG4 101-254,991,-7,-8 155  
PMAG5 101-254,991,-7,-8 156  
PMAG6 101-254,991,-7,-8 157  
Sub-Population: Parents who regularly read magazines  
[PMAGREAD (MH-31) EQ 1]  
-----

ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

MH-30. Do you regularly read any of the following sections?

	YES	NO	REF	DK
Sports? .....	1	2	-7	-8
Comics? .....	1	2	-7	-8
News? .....	1	2	-7	-8
Local? .....	1	2	-7	-8
Food? .....	1	2	-7	-8
Lifestyle? .....	1	2	-7	-8
Classified? .....	1	2	-7	-8

MH-31. Do you regularly read magazines?

YES .....	1 (MH-32)
NO .....	2 (RECALL MODULE)
REFUSED .....	-7 (RECALL MODULE)
DON'T KNOW .....	-8 (RECALL MODULE)

MH-32. What magazines do you read on a regular basis, that is, that you have read at least 3 of the past 4 issues?

[ENTER APPROPRIATE NUMBER FROM HARD COPY LIST,  
OR '991' FOR OTHER. USE CTRL/P TO EXIT.]

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

REFUSED ..... -7  
DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

-----  
Screen Name: MH-33  
Variables: Ranges: Order #:  
PMAGHOUR 0-168,-7,-8 158  
Sub-Population: Parents who regularly read magazines  
[PMAGREAD (MH-31) EQ 1]  
-----



ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

MH-33. How many hours a week do you spend reading magazines?

HOURS \_\_\_\_\_

[GO TO KNOWLEDGE-RECALL MODULE]

ACOMS Annotated Questionnaire  
Fall 87 (Oct, Nov, & Dec 87)  
Module: Media Habits

END OF MEDIA HABITS MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-1 (Oct, Nov, Dec 86)**

**Module: Knowledge - Recall**

ACOMS Annotated Questionnaire  
Quarter 87-1 Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

---

Screen Name: KR-1  
Variables: Ranges: Order #:  
PUN12NON 1,2,-7,-8 162  
PUN12AF 1,2,-7,-8 163  
PUN12AR 1,2,-7,-8 164  
PUN12RO 1,2,-7,-8 165  
PUN12NG 1,2,-7,-8 166  
PUN12RV 1,2,-7,-8 167  
PUN12CG 1,2,-7,-8 168  
PUN12MC 1,2,-7,-8 169  
PUN12NA 1,2,-7,-8 170  
PUN12ALL 1,2,-7,-8 171  
Sub-Population: All parents

---

---

Screen Name: KR-2  
Variables: Ranges: Order #:  
PKRROAF 1,2,-7,-8 172  
PKRROAR 1,2,-7,-8 173  
PKRRONA 1,2,-7,-8 174  
PKRROMC 1,2,-7,-8 175  
PKRROCG 1,2,-7,-8 176  
Sub-Population: Parents who mentioned seeing or hearing  
advertising for the R.O.T.C.  
[PUN12RO (KR-1) EQ 1]

---

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

KR-1. Now, thinking about TV, radio, newspapers, magazines and any other sources of advertising, for what military service or services do you recall seeing or hearing any advertising?

[RECORD ALL THAT APPLY. THEN USE CTRL/P TO EXIT.]

[PROBE: Any other services?]

NONE .....	0
AIR FORCE .....	1
ARMY .....	2
RESERVE OFFICER'S TRAINING CORPS [R.O.T.C.] .....	3
NATIONAL GUARD .....	4
RESERVE .....	5
COAST GUARD .....	6
MARINE CORPS .....	7
NAVY .....	8
ONE AD FOR ALL SERVICES .....	9
REFUSED .....	-7
DON'T KNOW .....	-8

-----  
CATI CHECK #KR1: WAS R.O.T.C. MENTIONED?  
[KR-1 = 3]

YES ..... 1 (KR-2)  
NO ..... 2 (CATI CHECK #KR2)  
-----

KR-2. You mentioned seeing or hearing advertising for the Reserve Officer's Training Corps. For which military service or services was this advertising?

[PROBE: Any other services?]

[RECORD ALL THAT APPLY. THEN USE CTRL/P TO CONTINUE.]

AIR FORCE .....	1
ARMY .....	2
NAVY .....	3
MARINE CORPS .....	4
COAST GUARD .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

-----  
Screen Name: KR-3  
Variables: Ranges: Order #:  
PKRNGAF 1,2,-7,-8 177  
PKRNGAR 1,2,-7,-8 178  
PKRNGNA 1,2,-7,-8 179  
PKRNGMC 1,2,-7,-8 180  
PKRNGCG 1,2,-7,-6 181  
Sub-Population: Parents who mentioned seeing or hearing  
advertising for the National Guard  
[PUN12NG (KR-1) EQ 1]  
-----

-----  
Screen Name: KR-4  
Variables: Ranges: Order #:  
PKRRVAF 1,2,-7,-8 182  
PKRRVAR 1,2,-7,-8 183  
PKRRVNA 1,2,-7,-8 184  
PKRRVMC 1,2,-7,-8 185  
PKRRVCG 1,2,-7,-8 186  
Sub-Population: Parents who mentioned seeing or hearing  
advertising for the Reserve  
[PUN12RV (KR-1) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-1 (Oct, Nov, & Dec 86)  
 Module: Knowledge-Recall

-----  
 CATI CHECK #KR2: WAS NATIONAL GUARD MENTIONED?  
 [KR-1 = 4]  
 YES ..... 1 (KR-3)  
 NO ..... 2 (CATI CHECK #KR3)  
 -----

KR-3. You mentioned seeing or hearing advertising for the National Guard.  
 For which military service or services was this advertising?

[PROBE: Any other services?]

[ENTER ALL THAT APPLY. THEN USE CTRL/P TO CONTINUE.]

AIR FORCE ..... 1  
 ARMY ..... 2  
 NAVY ..... 3  
 MARINE CORPS ..... 4  
 COAST GUARD ..... 5  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

-----  
 CATI CHECK #KR3: WAS RESERVE MENTIONED?  
 [KR-1 = 5]  
 YES ..... 1 (KR-4)  
 NO ..... 2 (CATI CHECK #KR5)  
 -----

KR-4. You mentioned seeing or hearing advertising for the Reserve.  
 For which military service or services was this advertising?

[PROBE: Any other services?]

[RECORD ALL THAT APPLY. USE CTRL/P TO CONTINUE.]

AIR FORCE ..... 1  
 ARMY ..... 2  
 NAVY ..... 3  
 MARINE CORPS ..... 4  
 COAST GUARD ..... 5  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-1 Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

-----  
Screen Name: KR-5  
Variables: Ranges: Order #:  
PAIDAF 1,2,-7,-8 187  
Sub-Population: Parents who did not recall Air Force advertising  
[PUN12AF (KR-1) EQ 2,-7,-8]  
-----

-----  
Screen Name: KR-6  
Variables: Ranges: Order #:  
PAIDAR 1,2,-7,-8 188  
Sub-Population: Parents who did not recall Army advertising  
[PUN12AR (KR-1) EQ 2,-7,-8]  
-----



ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

CATI CHECK #KR5: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE AIR FORCE?  
[KR-1 = 1]

YES ..... 1 (CATI CHECK #KR6)  
NO ..... 2 (KR-5)

KR-5. [Do you recall seeing or hearing any advertising for]  
the Air Force?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

CATI CHECK #KR6: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE ARMY?  
[KR-1 = 2]

YES ..... 1 (CATI CHECK #KR7)  
NO ..... 2 (KR-6)

KR-6. [Do you recall seeing or hearing any advertising for]  
the Army?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

CATI CHECK #KR7: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE ARMY R.O.T.C.?  
[KR-2 = 2]

YES ..... 1 (CATI CHECK #KR8)  
NO ..... 2 (KR-7)

ACOMS Annotated Questionnaire  
Quarter 87-1 Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

-----  
Screen Name: KR-7  
Variables: Ranges: Order #:  
PAIDARO 1,2,-7,-8 189  
Sub-Population: Parents who did not recall Army R.O.T.C.  
advertising  
[PKRROAR (KR-2) EQ 2,-7,-8,-1]  
-----

-----  
Screen Name: KR-8  
Variables: Ranges: Order #:  
PAIDANG 1,2,-7,-8 190  
Sub-Population: Parents who did not recall Army National Guard  
advertising  
[PKRNGAR (KR-3) EQ 2,-7,-8,-1]  
-----

-----  
Screen Name: KR-9  
Variables: Ranges: Order #:  
PAIDARV 1,2,-7,-8 191  
Sub-Population: Parents who did not recall Army Reserve  
advertising  
[PKRRVAR (KR-4) EQ 2,-7,-8,-1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

KR-7. [Do you recall seeing or hearing any advertising for]  
the Army Reserve Officer's Training Corps, that is,  
the Army R.O.T.C?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

CATI CHECK #KR8: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE ARMY NATIONAL GUARD?  
[KR-3 = 2]

YES ..... 1 (CATI CHECK #KR9)  
NO ..... 2 (KR-8)

KR-8. [Do you recall seeing or hearing any advertising for]  
the Army National Guard?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ... -8

CATI CHECK #KR9: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE ARMY RESERVE?  
[KR-4 = 2]

YES ..... 1 (CATI CHECK #KR10)  
NO ..... 2 (KR-9)

KR-9. [Do you recall seeing or hearing any advertising for]  
the Army Reserve?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-1 Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

-----  
Screen Name: KR-10  
Variables: Ranges: Order #:  
PAIDCG 1,2,-7,-8 192  
Sub-Population: Parents who did not recall Coast Guard  
advertising  
[PUN12CG (KR-1) EQ 2,-7,-8]  
-----

-----  
Screen Name: KR-11  
Variables: Ranges: Order #:  
PAIDMC 1,2,-7,-8 193  
Sub-Population: Parents who did not recall Marine Corps  
advertising  
[PUN12MC (KR-1) EQ 2,-7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

-----  
CATI CHECK #KR10: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE COAST GUARD?  
[KR-1 = 6]  
  
YES ..... 1 (CATI CHECK #KR11)  
NO ..... 2 (KR-10)  
-----

KR-10. [Do you recall seeing or hearing any advertising for]  
the Coast Guard?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
CATI CHECK #KR11: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE MARINE CORPS?  
[KR-1 = 7]  
  
YES ..... 1 (CATI CHECK #KR12)  
NO ..... 2 (KR-11)  
-----

KR-11. [Do you recall seeing or hearing any advertising for]  
the Marine Corps?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
CATI CHECK #KR12: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE NAVY?  
[KR-1 = 8]  
  
YES ..... 1 (CATI CHECK #KR13)  
NO ..... 2 (KR-12)  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

-----  
Screen Name: KR-12  
Variables: Ranges: Order #:  
PAIDNA 1,2,-7,-8 194  
Sub-Population: Parents who did not recall Navy advertising  
[PUN12NA (KR-1) EQ 2,-7,-8]  
-----

-----  
Screen Name: KR-13  
Variables: Ranges: Order #:  
PAIDALL 1,2,-7,-8 195  
Sub-Population: Parents who did not recall one ad for all the  
services  
[PUN12ALL (KR-1) EQ 2,-7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

KR-12. [Do you recall seeing or hearing any advertising for]  
the Navy?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
| CATI CHECK #KR13: DID RESPONDENT RECALL SEEING OR HEARING |  
| ONE AD FOR ALL THE SERVICES? |  
| [KR-1 = 9] |  
| |

| YES ..... 1 (CATI CHECK #KR14) |  
NO ..... 2 (KR-13)

KR-13. [Do you recall seeing or hearing any advertising for]  
all the services in one ad?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
| CATI CHECK #KR14: DID RESPONDENT RECALL SEEING OR HEARING |  
| ARMY OR ARMY COMPONENT AD? |  
| [KR-1 = 2], OR |  
| [KR-2, OR KR-3 OR KR-4 = 2] OR |  
| [KR-6, OR KR-7, OR KR-8, OR KR-9 = 1] |  
| |

| YES ..... 1 (KR-14) |  
NO ..... 2 (CATI CHECK #KR15)

ACOMS Annotated Questionnaire  
Quarter 87-1 Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

---

Screen Name: KR-14

Variables:	Ranges:	Order #:
PADARTV	1,2,-7,-8	196
PADARRAD	1,2,-7,-8	197
PADARMAG	1,2,-7,-8	198
PADARPAP	1,2,-7,-8	199
PADARBIL	1,2,-7,-8	200
PADARMAL	1,2,-7,-8	201
PADARPOS	1,2,-7,-8	202
PADARPAM	1,2,-7,-8	203
PADARYEL	1,2,-7,-8	204
PADAROTH	1,2,3,-7,-8	205

Sub-Population: Parents who recalled seeing or hearing an Army  
or Army component ad

[PUN12AR (KR-1) EQ 1] OR  
[PKRROAR (KR-2) EQ 1] OR  
[PKRNGAR (KR-3) EQ 1] OR  
[PKRRVAR (KR-4) EQ 1] OR  
[PAIDAR (KR-6) EQ 1] OR  
[PAIDARO (KR-7) EQ 1] OR  
[PAIDANG (KR-8) EQ 1] OR  
[PAIDARV (KR-9) EQ 1]

---



---

Screen Name: KR-15

Variables:	Ranges:	Order #:
UNITEXT	Open-ended	None

Sub-Population: Parents who recalled seeing an Army ad

[PUN12AR (KR-1) EQ 1] OR  
[PAIDAR (KR-6) EQ 1]

---



ACOMS Annotated Questionnaire  
 Quarter 87-1 (Oct, Nov, & Dec 86)  
 Module: Knowledge-Recall

KR-14. Did you see or hear Army ads...

	YES	NO	REF	DK
on TV? .....	1	2	-7	-8
on the radio? .....	1	2	-7	-8
in magazines? .....	1	2	-7	-8
in newspapers? .....	1	2	-7	-8
on billboards? .....	1	2	-7	-8
through the mail? .....	1	2	-7	-8
on posters? .....	1	2	-7	-8
in brochures or pamphlets? .....	1	2	-7	-8
in the Yellow Pages? .....	1	2	-7	-8
somewhere else? .....	1	2	-7	-8

-----  
 CATI CHECK #KR15: DID RESPONDENT RECALL SEEING OR HEARING  
 AN ARMY AD (UNAIDED OR AIDED)?  
 [KR-1 = 2 OR KR-6 = 1]

YES ..... 1 (KR-15)  
 NO ..... 2 (CATI CHECK #KR16)

KR-15. Other than trying to get you to enlist, what was  
 the main message you got from Army advertising?

[VERBATIM RESPONSES RECORDED]

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-----  
 CATI CHECK #KR16: DID RESPONDENT RECALL ANY ADS OTHER  
 THAN THE ARMY AD?  
 [KR-1 = 1, 3, 4, 5, 6, 7, 8 OR 9] OR  
 [KR-5, OR KR-7, OR KR-8, OR KR-9, OR KR-10  
 OR KR-11, OR KR-12, OR KR-13 = 1]

YES ..... 1 (CATI CHECK #KR17)  
 NO ..... 2 (ATTITUDES MODULE)

#KR17: RANDOMLY SELECT SERVICE OR SERVICE  
 COMPONENT OR JOINT SERVICES AD FROM THOSE  
 RECALLED (OTHER THAN ARMY)

ACOMS Annotated Questionnaire  
Quarter 87-1 Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

---

Screen Name: KR-17  
Variables: Ranges: Order #:  
Open-ended None  
Sub-Population: Parents who recalled seeing any ads other than  
the Army ad  
[PUN12AF (KR-1) EQ 1] OR  
[PUN12RO (KR-1) EQ 1] OR  
[PUN12NG (KR-1) EQ 1] OR  
[PUN12RV (KR-1) EQ 1] OR  
[PUN12CG (KR-1) EQ 1] OR  
[PUN12MC (KR-1) EQ 1] OR  
[PUN12NA (KR-1) EQ 1] OR  
[PUN12ALL (KR-1) EQ 1] OR  
[PAIDAF (KR-5) EQ 1] OR  
[PAIDARO (KR-7) EQ 1] OR  
[PAIDANG (KR-8) EQ 1] OR  
[PAIDARV (KR-9) EQ 1] OR  
[PAIDCG (KR-10) EQ 1] OR  
[PAIDMC (KR-11) EQ 1] OR  
[PAIDNA (KR-12) EQ 1] OR  
[PAIDALL (KR-13) EQ 1]

---

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

KR-17. Other than trying to get you to enlist, what was  
the main message you got from (SERVICE/SERVICE COMPONENT)  
advertising?

[VERBATIM RESPONSES RECORDED]

---

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[GO TO ATTITUDES MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-1 Oct, Nov, & Dec 86)  
Module: Knowledge-Recall

END OF KNOWLEDGE-RECALL MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-2 (Jan, Feb, Mar 87)**

**Module: Knowledge - Recall**

**Quarterly updates indicated by sidebar.**

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

Screen Name:	KR-1		Change Code:
Variables:	Ranges:	Order #:	(87-2) W
PUN12NON	1,2,-7,-8	162	
PUN12AF	1,2,-7,-8	163	
PUN12AR	1,2,-7,-8	164	
PUN12RO	1,2,-7,-8	165	
PUN12NG	1,2,-7,-8	166	
PUN12RV	1,2,-7,-8	167	
PUN12CG	1,2,-7,-8	168	
PUN12MC	1,2,-7,-8	169	
PUN12NA	1,2,-7,-8	170	
PUN12ALL	1,2,-7,-8	171	
Sub-Population:	All parents		

Screen Name:	KR-2	
Variables:	Ranges:	Order #:
PKRROAF	1,2,-7,-8	172
PKRROAR	1,2,-7,-8	173
PKRRONA	1,2,-7,-8	174
PKRROMC	1,2,-7,-8	175
PKRROCG	1,2,-7,-8	176
Sub-Population:	Parents who mentioned seeing or hearing advertising for the R.O.T.C. [PUN12RO (KR-1) EQ 1]	

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

KR-1. Thinking about all forms of advertising, for which military services do you recall seeing or hearing any advertising?

[RECORD ALL THAT APPLY. THEN USE CTRL/P TO EXIT.]

[PROBE: Any other services?]

NONE .....	0
AIR FORCE.....	1
ARMY .....	2
RESERVE OFFICER'S TRAINING	
CORPS [R.O.T.C.] .....	3
NATIONAL GUARD .....	4
RESERVE .....	5
COAST GUARD .....	6
MARINE CORPS .....	7
NAVY .....	8
ONE AD FOR ALL SERVICES .....	9
REFUSED .....	-7
DON'T KNOW .....	-8

-----  
CATI CHECK #KR1: WAS R.O.T.C. MENTIONED?

[KR-1 = 3]

YES ..... 1 (KR-2)

NO ..... 2 (CATI CHECK #KR2)

KR-2. You mentioned seeing or hearing advertising for the Reserve Officer's Training Corps. For which military service or services was this advertising?

[PROBE: Any other services?]

[RECORD ALL THAT APPLY. THEN USE CTRL/P TO CONTINUE.]

AIR FORCE .....	1
ARMY .....	2
NAVY .....	3
MARINE CORPS .....	4
COAST GUARD .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

---

Screen Name: KR-3  
Variables: Ranges: Order #:  
PKRNGAF 1,2,-7,-8 177  
PKRNGAR 1,2,-7,-8 178  
PKRNGNA 1,2,-7,-8 179  
PKRNGMC 1,2,-7,-8 180  
PKRNGCG 1,2,-7,-8 181  
Sub-Population: Parents who mentioned seeing or hearing  
advertising for the National Guard  
[PUN12NG (KR-1) EQ 1]

---

---

Screen Name: KR-4  
Variables: Ranges: Order #:  
PKRRVAF 1,2,-7,-8 182  
PKRRVAR 1,2,-7,-8 183  
PKRRVNA 1,2,-7,-8 184  
PKRRVMC 1,2,-7,-8 185  
PKRRVCG 1,2,-7,-8 186  
Sub-Population: Parents who mentioned seeing or hearing  
advertising for the Reserve  
[PUN12RV (KR-1) EQ 1]

---



ACOMS Annotated Questionnaire  
 Quarter 87-2 (Jan, Feb, & Mar 87)  
 Module: Knowledge-Recall

-----  
 CATI CHECK #KR2: WAS NATIONAL GUARD MENTIONED?  
 [KR-1 = 4]

YES ..... 1 (KR-3)  
 NO ..... 2 (CATI CHECK #KR3)  
 -----

KR-3. You mentioned seeing or hearing advertising for the National Guard.  
 For which military service or services was this advertising?

[PROBE: Any other services?]

[ENTER ALL THAT APPLY. THEN USE CTRL/P TO CONTINUE.]

AIR FORCE ..... 1  
 ARMY ..... 2  
 NAVY ..... 3  
 MARINE CORPS ..... 4  
 COAST GUARD ..... 5  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

-----  
 CATI CHECK #KR3: WAS RESERVE MENTIONED?  
 [KR-1 = 5]

YES ..... 1 (KR-4)  
 NO ..... 2 (CATI CHECK #KR5)  
 -----

KR-4. You mentioned seeing or hearing advertising for the Reserve.  
 For which military service or services was this advertising?

[PROBE: Any other services?]

[RECORD ALL THAT APPLY. USE CTRL/P TO CONTINUE.]

AIR FORCE ..... 1  
 ARMY ..... 2  
 NAVY ..... 3  
 MARINE CORPS ..... 4  
 COAST GUARD ..... 5  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

-----  
Screen Name: KR-5  
Variables: Ranges: Order #:  
PAIDAF 1,2,-7,-8 187  
Sub-Population: Parents who did not recall Air Force advertising  
[PUN12AF (KR-1) EQ 2,-7,-8]  
-----

-----  
Screen Name: KR-6  
Variables: Ranges: Order #:  
PAIDAR 1,2,-7,-8 188  
Sub-Population: Parents who did not recall Army advertising  
[PUN12AR (KR-1) EQ 2,-7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

CATI CHECK #KR5: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE AIR FORCE?

[KR-1 = 1]

YES ..... 1 (CATI CHECK #KR6)  
NO ..... 2 (KR-5)

KR-5. [Do you recall seeing or hearing any advertising for]  
the Air Force?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

CATI CHECK #KR6: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE ARMY?

[KR-1 = 2]

YES ..... 1 (CATI CHECK #KR7)  
NO ..... 2 (KR-6)

KR-6. [Do you recall seeing or hearing any advertising for]  
the Army?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

CATI CHECK #KR7: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE ARMY R.O.T.C.?

[KR-2 = 2]

YES ..... 1 (CATI CHECK #KR8)  
NO ..... 2 (KR-7)

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

-----  
Screen Name: KR-7  
Variables: Ranges: Order #:  
PAIDARO 1,2,-7,-8 189  
Sub-Population: Parents who did not recall Army R.O.T.C.  
advertising  
[PKRROAF (KR-2) EQ 2,-7,-8,-1]  
-----

-----  
Screen Name: KR-8  
Variables: Ranges: Order #:  
PAIDANG 1,2,-7,-8 190  
Sub-Population: Parents who did not recall Army National Guard  
advertising  
[PKRNGAR (KR-3) EQ 2,-7,-8,-1]  
-----

-----  
Screen Name: KR-9  
Variables: Ranges: Order #:  
PAIDAPV 1,2,-7,-8 191  
Sub-Population: Parents who did not recall Army Reserve  
advertising  
[PKRRVAR (KR-4) EQ 2,-7,-8,-1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

KR-7. [Do you recall seeing or hearing any advertising for]  
the Army Reserve Officer's Training Corps, that is,  
the Army R.O.T.C?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

CATI CHECK #KR8: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE ARMY NATIONAL GUARD?  
[KR-3 = 2]

YES .....	1	(CATI CHECK #KR9)
NO .....	2	(KR-8)

KR-8. [Do you recall seeing or hearing any advertising for]  
the Army National Guard?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

CATI CHECK #KR9: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE ARMY RESERVE?  
[KR-4 = 2]

YES .....	1	(CATI CHECK #KR10)
NO .....	2	(KR-9)

KR-9. [Do you recall seeing or hearing any advertising for]  
the Army Reserve?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

-----  
Screen Name: KR-10  
Variables: Ranges: Order #:  
PAIDCG 1,2,-7,-8 192  
Sub-Population: Parents who did not recall Coast Guard  
advertising  
[PUN12CG (KR-1) EQ 2,-7,-8]  
-----

-----  
Screen Name: KR-11  
Variables: Ranges: Order #:  
PAIDMC 1,2,-7,-8 193  
Sub-Population: Parents who did not recall Marine Corps  
advertising  
[PUN12MC (KR-1) EQ 2,-7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

-----  
CATI CHECK #KR10: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE COAST GUARD?  
[KR-1 = 6]  
  
YES ..... 1 (CATI CHECK #KR11)  
NO ..... 2 (KR-10)  
-----

KR-10. [Do you recall seeing or hearing any advertising for]  
the Coast Guard?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
CATI CHECK #KR11: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE MARINE CORPS?  
[KR-1 = 7]  
  
YES ..... 1 (CATI CHECK #KR12)  
NO ..... 2 (KR-11)  
-----

KR-11. [Do you recall seeing or hearing any advertising for]  
the Marine Corps?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
CATI CHECK #KR12: DID RESPONDENT RECALL SEEING OR HEARING  
AN AD FOR THE NAVY?  
[KR-1 = 8]  
  
YES ..... 1 (CATI CHECK #KR13)  
NO ..... 2 (KR-12)  
-----

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

-----  
Screen Name: KR-12  
Variables: Ranges: Order #:  
PAIDNA 1,2,-7,-8 194  
Sub-Population: Parents who did not recall Navy advertising  
[PUN12NA (KR-1) EQ 2,-7,-8]  
-----

-----  
Screen Name: KR-13  
Variables: Ranges: Order #:  
PAIDALL 1,2,-7,-8 195  
Sub-Population: Parents who did not recall one ad for all the  
services  
[PUN12ALL (KR-1) EQ 2,-7,-8]  
-----



ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

KR-12. [Do you recall seeing or hearing any advertising for]  
the Navy?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
CATI CHECK #KR13: DID RESPONDENT RECALL SEEING OR HEARING  
ONE AD FOR ALL THE SERVICES?  
[KR-1 = 9]

YES ..... 1 (CATI CHECK #KR14)  
NO ..... 2 (KR-13)  
-----

KR-13. [Do you recall seeing or hearing any advertising for]  
all the services in one ad?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
CATI CHECK #KR14: DID RESPONDENT RECALL SEEING OR HEARING  
ARMY OR ARMY COMPONENT AD?  
[KR-1 = 2], OR  
[KR-2, OR KR-3 OR KR-4 = 2] OR  
[KR-6, OR KR-7, OR KR-8, OR KR-9 = 1]

YES ..... 1 (KR-14)  
NO ..... 2 (CATI CHECK #KR15)  
-----

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

-----

Screen Name: KR-14

Variables:	Ranges:	Order #:
PADARTV	1,2,-7,-8	196
PADARRAD	1,2,-7,-8	197
PADARMAG	1,2,-7,-8	198
PADARPAP	1,2,-7,-8	199
PADARBIL	1,2,-7,-8	200
PADARMAL	1,2,-7,-8	201
PADARPOS	1,2,-7,-8	202
PADARPAM	1,2,-7,-8	203
PADARYEL	1,2,-7,-8	204
PADAROTH	1,2,3,-7,-8	205

Sub-Population: Parents who recalled seeing or hearing an Army  
or Army component ad  
[PUN12AR (KR-1) EQ 1] OR  
[PKRROAR (KR-2) EQ 1] OR  
[PKRNGAR (KR-3) EQ 1] OR  
[PKRRVAR (KR-4) EQ 1] OR  
[PAIDAR (KR-6) EQ 1] OR  
[PAIDARO (KR-7) EQ 1] OR  
[PAIDANG (KR-8) EQ 1] OR  
[PAIDARV (KR-9) EQ 1]

-----

Screen Name: KR-15

Variables:	Ranges:	Order #:
UNITEXT	Open-ended	None

Sub-Population: Parents who recalled seeing an Army ad  
[PUN12AR (KR-1) EQ 1] OR  
[PAIDAR (KR-6) EQ 1]

-----

ACOMS Annotated Questionnaire  
 Quarter 87-2 (Jan, Feb, & Mar 87)  
 Module: Knowledge-Recall

KR-14. Did you see or hear Army ads...

	YES	NO	REF	DK
on TV? .....	1	2	-7	-8
on the radio? .....	1	2	-7	-8
in magazines? .....	1	2	-7	-8
in newspapers? .....	1	2	-7	-8
on billboards? .....	1	2	-7	-8
through the mail? .....	1	2	-7	-8
on posters? .....	1	2	-7	-8
in brochures or pamphlets? .....	1	2	-7	-8
in the Yellow Pages? .....	1	2	-7	-8
somewhere else? .....	1	2	-7	-8

CATI CHECK #KR15: DID RESPONDENT RECALL SEEING OR HEARING  
 AN ARMY AD (UNAIDED OR AIDED)?  
 [KR-1 = 2 OR KR-6 = 1]

YES ..... 1 (KR-15)  
 NO ..... 2 (CATI CHECK #KR16)

KR-15. Other than trying to get you to enlist, what was  
 the main message you got from Army advertising?

[VERBATIM RESPONSES RECORDED]

CATI CHECK #KR16: DID RESPONDENT RECALL ANY ADS OTHER  
 THAN THE ARMY AD?  
 [KR-1 = 1, 3, 4, 5, 6, 7, 8 OR 9] OR  
 [KR-5, OR KR-7, OR KR-8, OR KR-9, OR KR-10  
 OR KR-11, OR KR-12, OR KR-13 = 1]

YES ..... 1 (CATI CHECK #KR17)  
 NO ..... 2 (ATTITUDES MODULE)

#KR17: RANDOMLY SELECT SERVICE OR SERVICE  
 COMPONENT OR JOINT SERVICES AD FROM THOSE  
 RECALLED (OTHER THAN ARMY)

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

-----  
Screen Name: KR-17  
Variables: Ranges: Order #:  
Open-ended None  
Sub-Population: Parents who recalled seeing any ads other than  
the Army ad  
[PUN12AF (KR-1) EQ 1] OR  
[PUN12RO (KR-1) EQ 1] OR  
[PUN12NG (KR-1) EQ 1] OR  
[PUN12RV (KR-1) EQ 1] OR  
[PUN12CG (KR-1) EQ 1] OR  
[PUN12MC (KR-1) EQ 1] OR  
[PUN12NA (KR-1) EQ 1] OR  
[PUN12ALL (KR-1) EQ 1] OR  
[PAIDAF (KR-5) EQ 1] OR  
[PAIDARO (KR-7) EQ 1] OR  
[PAIDANG (KR-8) EQ 1] OR  
[PAIDARV (KR-9) EQ 1] OR  
[PAIDCG (KR-10) EQ 1] OR  
[PAIDMC (KR-11) EQ 1] OR  
[PAIDNA (KR-12) EQ 1] OR  
[PAIDALL (KR-13) EQ 1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

KR-17. Other than trying to get you to enlist, what was the main message you got from (SERVICE/SERVICE COMPONENT) advertising?

[VERBATIM RESPONSES RECORDED]

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[GO TO ATTITUDES MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Recall

END OF KNOWLEDGE-RECALL MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-3 (Apr, May, Jun 87)**

**Module: Knowledge - Recall**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**SUMMER 87 (Jul, Aug, Sep 87)**

**Module: Knowledge - Recall**

**No updates this quarter.**



# **ACOMS ANNOTATED QUESTIONNAIRE**

**FALL 87 (Oct, Nov, Dec 87)**

**Module: Knowledge - Recall**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-1 (Oct, Nov, Dec 86)**

**Module: Attitudes Toward Army Ads**

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Attitudes Toward Army Ads

-----  
Screen Name: AT-1  
Variables: Ranges: Order #:  
PATADLIK 1-5,-7,-8 208  
Sub-Population: Parents who recalled seeing an Army ad  
[PUN12AR (KR-1) EQ 1] OR [PAIDAR (KR-6) EQ 1]  
-----

-----  
Screen Name: AT-2  
Variables: Ranges: Order #:  
PATADBEL 1,2,-7,-8 209  
Sub-Population: Parents who recalled seeing an Army ad  
[PUN12AR (KR-1) EQ 1] OR [PAIDAR (KR-6) EQ 1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Attitudes Toward Army Ads

-----  
CATI CHECK #AT1: DID RESPONDENT RECALL SEEING OR HEARING  
ARMY ADS?  
[KR-1 = 2 OR KR-6 = 1]  
  
YES ..... 1 (AT-1)  
NO ..... 2 (SLOGAN MODULE)  
-----

AT-1. Use a scale of "1" to "5" where "1" means you  
do not like the advertising and "5" means you  
like the advertising very much.

Overall, how much do you like the Army ads you  
have seen or heard over the past year?

DO NOT LIKE .....	1
SOMEWHAT DISLIKE .....	2
NEUTRAL .....	3
LIKE SOMEWHAT .....	4
LIKE VERY MUCH .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

AT-2. Use a scale of "1" to "5" where "1" means you  
do not believe what the ads say and "5" means  
you believe what the ads say.

How much do you believe what the ads say?

DO NOT BELIEVE .....	1
SOMEWHAT DISBELIEVE .....	2
NEUTRAL .....	3
SOMEWHAT BELIEVE .....	4
STRONGLY BELIEVE .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

[GO TO PERCEPTIONS MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Attitudes Toward Army Ads

END OF ATTITUDES TOWARD ARMY ADS MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-2 (Jan, Feb, Mar 87)**

**Module: Attitudes Toward Army Ads**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-3 (Apr, May, Jun 87)**

**Module: Attitudes Toward Army Ads**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**SUMMER 87 (Jul, Aug, Sep 87)**

**Module: Attitudes Toward Army Ads**

**No updates this quarter.**



# **ACOMS ANNOTATED QUESTIONNAIRE**

**FALL 87 (Oct, Nov, Dec 87)**

**Module: Attitudes Toward Army Ads**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-1 (Oct, Nov, Dec 86)**

**Module: Perceptions**

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

---

Screen Name: PE-1

Variables:	Ranges:	Order #:
PACASHED	1-5,-7,-8	229
PAWIDE	1-5,-7,-8	216
PAPHYS	1-5,-7,-8	217
PAPROUD	1-5,-7,-8	218
PASTEP	1-5,-7,-8	219
PALEADER	1-5,-7,-8	220
PAHITECH	1-5,-7,-8	221
PACIVCAR	1-5,-7,-8	222
PASELCON	1-5,-7,-8	223
PAPOTEN	1-5,-7,-8	224
PAMENTAL	1-5,-7,-8	225
PAMATURE	1-5,-7,-8	226
PATRAIN	1-5,-7,-8	227
PAHIQUAL	1-5,-7,-8	228

Sub-Population: Parents given the Active Army perceptions questions  
[PANELPEY EQ 2 AND RANDPE3 EQ 1,3] OR  
[PANELPEY EQ 3,4,5,6,7,8]

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ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

PE-1. I am going to read you a list of statements describing different things the Army might offer. Please tell me how much you disagree or agree that the Army offers each item on the list. A "1" means you disagree completely, a "2" means you disagree somewhat, a "3" means you neither agree nor disagree, a "4" means you agree somewhat and a "5" means you agree completely.

The Army offers ...

	NOT IMP			VERY IMP			REF	DK
a.	an excellent opportunity to obtain money for a college or vocational education? .....	1	2	3	4	5	-7	-8
b.	a wide variety of opportunities to find a job you can enjoy? .....	1	2	3	4	5	-7	-8
c.	a physically challenging experience? .....	1	2	3	4	5	-7	-8
d.	an experience you can be proud of? .....	1	2	3	4	5	-7	-8
e.	an advantage over going right from high school to college? .....	1	2	3	4	5	-7	-8
f.	an opportunity to develop leadership skills? .....	1	2	3	4	5	-7	-8
g.	the chance to work with the latest high-tech equipment? .....	1	2	3	4	5	-7	-8
h.	a great value in your civilian career development? .....	1	2	3	4	5	-7	-8
i.	an excellent opportunity to develop self-confidence? .....	1	2	3	4	5	-7	-8
j.	the opportunity to develop your potential? .....	1	2	3	4	5	-7	-8
k.	a mentally challenging experience? .....	1	2	3	4	5	-7	-8
l.	an opportunity for you to become more mature and responsible? .....	1	2	3	4	5	-7	-8
m.	many opportunities for training in useful skill areas? ..	1	2	3	4	5	-7	-8
n.	many chances to work with highly-trained people? .....	1	2	3	4	5	-7	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

-----  
Screen Name: PE-1A  
Variables: Ranges: Order #:  
PHEARDAR 1,2,-7,-8 230  
Sub-Population: Parents selected to receive the Army Reserve  
perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 1] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND  
RANDPE8 EQ 1] OR  
[PANELPEY EQ 3 AND RAND1000 GE 1 AND  
RAND1000 LE 269] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

PE-1A. Have you ever heard of the United States Army Reserve?

YES .....	1 (PE-4)
NO .....	2 (PE-12)
REFUSED .....	-7 (PE-12)
DON'T KNOW .....	-8 (PE-4)

ACOMS Annotated Questionnaire  
 Quarter 87-1 (Oct, Nov, & Dec 86)  
 Module: Perceptions

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Screen Name: PE-4

Variables:	Ranges:	Order #:
PVCASHED	1-5,-7,-8	241
PVHOME	1-5,-7,-8	242
PVWIDE	1-5,-7,-8	231
PVPROUD	1-5,-7,-8	232
PVLEADER	1-5,-7,-8	233
PVCIVCAR	1-5,-7,-8	234
PVSELCON	1-5,-7,-8	235
PVPOTEN	1-5,-7,-8	236
PVMENTAL	1-5,-7,-8	237
PVMATURE	1-5,-7,-8	238
PVTPAIN	1 5,-7,-8	239
PVHIQUAL	1-5,-7,-8	240
PVSECOM	1-5,-7,-8	243
PVWEEKEN	1-5,-7,-8	244

Sub-Population: Parents selected to receive the Army Reserve  
 perceptions questions who had heard of the  
 U.S. Army Reserve  
 [PHEARDAR (PE-1A) EQ 1,-8]

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ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

PE-4. Now, I am going to read you a list of things the United States Army Reserve might offer. Please tell me how much you disagree or agree that the United States Army Reserve offers each item on the list. Again, a "1" means you disagree completely, a "2" means you disagree somewhat, a "3" means you neither agree nor disagree, a "4" means you agree somewhat and a "5" means you agree completely.

The United States Army Reserve offers ...

		NOT IMP			VERY IMP	REF	DK	
a.	an excellent opportunity to obtain money for a college or vocational education? .....	1	2	3	4	5	-7	-8
b.	an opportunity to serve America while staying in your own home? .....	1	2	3	4	5	-7	-8
c.	a wide variety of opportunities to find a job you can enjoy? .....	1	2	3	4	5	-7	-8
d.	a experience you can be proud of? .....	1	2	3	4	5	-7	-8
e.	an opportunity to develop leadership skills? .....	1	2	3	4	5	-7	-8
f.	a great value in your civilian career development? .....	1	2	3	4	5	-7	-8
g.	an excellent opportunity to develop self-confidence? .....	1	2	3	4	5	-7	-8
h.	the opportunity to develop your potential? .....	1	2	3	4	5	-7	-8
i.	a mentally challenging experience? .....	1	2	3	4	5	-7	-8
j.	the opportunity to become more mature and responsible? .....	1	2	3	4	5	-7	-8
k.	many opportunities for training in useful skill areas? ..	1	2	3	4	5	-7	-8
l.	many chances to work with highly-trained people? .....	1	2	3	4	5	-7	-8
m.	a chance to serve your own community? .....	1	2	3	4	5	-7	-8
n.	interesting and exciting weekends? .....	1	2	3	4	5	-7	-8



ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

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Screen Name: PE-4A  
Variables: Ranges: Order #:  
PHEARDNG 1,2,-7,-8 245  
Sub-Population: Parents selected to receive the Army  
National Guard perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 2] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND  
RANDPE8 EQ 2] OR  
[PANELPEY EQ 3 AND RAND1000 GE 270 AND  
RAND1000 LE 539] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 2]

---

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

PE-4A. Have you ever heard of the United States Army National Guard?

YES .....	1 (PE-5)
NO .....	2 (PE-12)
REFUSED .....	-7 (PE-12)
DON'T KNOW .....	-8 (PE-5)

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 36)  
Module: Perceptions

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Screen Name:	PE-5	
Variables:	Ranges:	Order #:
PGCASHED	1-5,-7,-8	256
PGHOME	1-5,-7,-8	257
PGWIDE	1-5,-7,-8	246
PGPROUD	1-5,-7,-8	247
PGLEADER	1-5,-7,-8	248
PGCIVCAR	1-5,-7,-8	249
PGSELCON	1-5,-7,-8	250
PGPOTEN	1-5,-7,-8	251
PGMENTAL	1-5,-7,-8	252
PGMATURE	1-5,-7,-8	253
PGTRAIN	1-5,-7,-8	254
PGHIQUAL	1-5,-7,-8	255
PGSERCOM	1-5,-7,-8	258
PGWEEKEN	1-5,-7,-8	259

Sub-Population: Parents selected to receive the Army National  
Guard perceptions questions who had heard of  
the United States Army National Guard  
[PHEARDNG (PE-4A) EQ 1,-8]

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ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

PE-5. Now, I am going to read you a list of statements describing different things the United States Army National Guard might offer. Please tell me how much you disagree or agree that the United States Army National Guard offers each item on the list. Again a "1" means you disagree completely, a "2" means you disagree somewhat, a "3" means you neither agree nor disagree, a "4" means you agree somewhat and a "5" means you agree completely.

The Army National Guard offers ...

		NOT IMP				VERY IMP	REF	DK
a.	an excellent opportunity to obtain money for a college or vocational education? .....	1	2	3	4	5	-7	-8
b.	an opportunity to serve America while staying in your own hometown? .....	1	2	3	4	5	-7	-8
c.	a wide variety of opportunities to find a job you can enjoy? .....	1	2	3	4	5	-7	-8
d.	an experience you can be proud of? .....	1	2	3	4	5	-7	-8
e.	an opportunity to develop leadership skills? .....	1	2	3	4	5	-7	-8
f.	a great value in your civilian career development? .....	1	2	3	4	5	-7	-8
g.	an excellent opportunity to develop self-confidence? .....	1	2	3	4	5	-7	-8
h.	the opportunity to develop your potential? .....	1	2	3	4	5	-7	-8
i.	a mentally challenging experience? .....	1	2	3	4	5	-7	-8
j.	an opportunity for you to become more mature and responsible? .....	1	2	3	4	5	-7	-8
k.	many opportunities for training in useful skill areas? ..	1	2	3	4	5	-7	-8
l.	many chances to work with highly-trained people? .....	1	2	3	4	5	-7	-8
m.	a chance to serve your own community? .....	1	2	3	4	5	-7	-8
n.	interesting and exciting weekends? .....	1	2	3	4	5	-7	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

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Screen Name: PE-6A

Variables:	Ranges:	Order #:
PFCASHED	1-5,-7,-8	314
PFWIDE	1-5,-7,-8	262
PFPHYS	1-5,-7,-8	266
PFPROUD	1-5,-7,-8	270
PFSTEP	1-5,-7,-8	274
PFLEADER	1-5,-7,-8	278
PFHITECH	1-5,-7,-8	282
PFCIVCAR	1-5,-7,-8	286
PFSELCON	1-5,-7,-8	290
PFPOTEN	1-5,-7,-8	294
PFMENTAL	1-5,-7,-8	298
PFMATURE	1-5,-7,-8	302
PFTRAIN	1-5,-7,-8	306
PFHIQUAL	1-5,-7,-8	309

Sub-Population: Parents selected to receive the Air Force  
perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 3] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 3] OR  
[PANELPEY EQ 3 AND RAND1000 GE 540 AND RAND1000 LE 616] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 3]

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Screen Name: PE-6B

Variables:	Ranges:	Order #:
PNCASHED	1-5,-7,-8	312
PNWIDE	1-5,-7,-8	260
PNPHYS	1-5,-7,-8	264
PNPROUD	1-5,-7,-8	268
PNSTEP	1-5,-7,-8	272
PNLEADER	1-5,-7,-8	276
PNHITECH	1-5,-7,-8	280
PNCIVCAR	1-5,-7,-8	284
PNSELCON	1-5,-7,-8	288
PNPOTEN	1-5,-7,-8	292
PNMENTAL	1-5,-7,-8	296
PNMATURE	1-5,-7,-8	300
PNTRAIN	1-5,-7,-8	304
PNHIQUAL	1-5,-7,-8	308

Sub-Population: Parents selected to receive the Navy  
perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 4] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 4] OR  
[PANELPEY EQ 3 AND RAND1000 GE 617 AND RAND1000 LE 693] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 4]

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ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

PE-6. I am going to read you a list of statements describing different things Military Service/the Air Force/the Navy/the Marine Corps might offer. Please tell me how much you disagree or agree that Military Service/the Air Force/the Navy/the Marine Corps offers each item on the list. Again, a "1" means you disagree completely, a "2" means you disagree somewhat, a "3" means you neither agree nor disagree, a "4" means you agree somewhat and a "5" means you agree completely.

Military Service/the Air Force/the Navy/the Marine Corps offers ...

		NOT IMP				VERY IMP	REF	DK
a.	an excellent opportunity to obtain money for a college or vocational education? .....	1	2	3	4	5	-7	-8
b.	a wide variety of opportunities to find a job you can enjoy? .....	1	2	3	4	5	-7	-8
c.	a physically challenging environment? .....	1	2	3	4	5	-7	-8
d.	an experience you can be proud of? .....	1	2	3	4	5	-7	-8
e.	an advantage over going right from high school to college? .....	1	2	3	4	5	-7	-8
f.	an opportunity to develop leadership skills? .....	1	2	3	4	5	-7	-8
g.	the chance to work with the latest high-tech equipment? .....	1	2	3	4	5	-7	-8
h.	a great value in your civilian career development? .....	1	2	3	4	5	-7	-8
i.	an excellent opportunity to develop self-confidence? .....	1	2	3	4	5	-7	-8
j.	the opportunity to develop your potential? .....	1	2	3	4	5	-7	-8
k.	a mentally challenging experience? .....	1	2	3	4	5	-7	-8
l.	an opportunity to become more mature and responsible? .....	1	2	3	4	5	-7	-8
m.	many opportunities for training in useful skill areas? ..	1	2	3	4	5	-7	-8
n.	many chances to work with highly-trained people? .....	1	2	3	4	5	-7	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

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Screen Name: PE-6C

Variables:	Ranges:	Order #:
PMCASHED	1-5,-7,-8	313
PMWIDE	1-5,-7,-8	261
PMPHYS	1-5,-7,-8	265
PMPROUD	1-5,-7,-8	269
PMSTEP	1-5,-7,-8	273
PMLEADER	1-5,-7,-8	277
PMHITECH	1-5,-7,-8	281
PMCIVCAR	1-5,-7,-8	285
PMSELCON	1-5,-7,-8	289
PMPTEN	1-5,-7,-8	293
PMMENTAL	1-5,-7,-8	297
PMMAATURE	1-5,-7,-8	301
PMTRAIN	1-5,-7,-8	305
PMHIQUAL	1-5,-7,-8	311

Sub-Population: Parents selected to receive the Marine Corps perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 5] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 5] OR  
[PANELPEY EQ 3 AND RAND1000 GE 694 AND RAND1000 LE 770] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 5]

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Screen Name: PE-6D

Variables:	Ranges:	Order #:
PSCASHED	1-5,-7,-8	315
PSWIDE	1-5,-7,-8	263
PSPHYS	1-5,-7,-8	267
PSPROUD	1-5,-7,-8	271
PSSTEP	1-5,-7,-8	275
PSLEADER	1-5,-7,-8	279
PSHITECH	1-5,-7,-8	283
PSCIVCAR	1-5,-7,-8	287
PSSELCON	1-5,-7,-8	291
PSPTEN	1-5,-7,-8	295
PSMENTAL	1-5,-7,-8	299
PSMAATURE	1-5,-7,-8	303
PSTRAIN	1-5,-7,-8	307
PSHIQUAL	1-5,-7,-8	310

Sub-Population: Parents selected to receive the Military Service perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 6] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 6] OR  
[PANELPEY EQ 3 AND RAND1000 GE 771 AND RAND1000 LE 847] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 6]

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ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

See Screen PE-6.



ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

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Screen Name: PE-7  
Variables: Ranges: Order #:  
PWCASHED 1-5,-7,-8 328  
PWPHYS 1-5,-7,-8 316  
PWPROUD 1-5,-7,-8 317  
PWSTEP 1-5,-7,-8 318  
PWLEADER 1-5,-7,-8 319  
PWHITECH 1-5,-7,-8 320  
PWCIVCAR 1-5,-7,-8 321  
PWSELCON 1-5,-7,-8 322  
PWPOTEN 1-5,-7,-8 323  
PWMENTAL 1-5,-7,-8 324  
PWMATURE 1-5,-7,-8 325  
PWTRAIN 1-5,-7,-8 326  
PWHIQUAL 1-5,-7,-8 327  
Sub-Population: Parents selected to receive the  
Civilian Job perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 7] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND  
RANDPE8 EQ 7] OR  
[PANELPEY EQ 3 AND RAND1000 GE 848 AND  
RAND1000 LE 924] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 7]

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ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

PE-7A. I am going to read you a list of statements describing different things working in a full-time civilian job might offer. Please tell me how much you agree or disagree that working in a full-time civilian job offers each item on the list. Again, a "1" means you disagree completely, a "2" means you disagree somewhat, a "3" means you neither agree nor disagree, a "4" means you agree somewhat and a "5" means you agree completely.

Working in a full-time civilian job offers ...

		NOT IMP			VERY IMP	REF	DK	
a.	an excellent opportunity to obtain money for a college or vocational education? .....	1	2	3	4	5	-7	-8
b.	a physically challenging experience? .....	1	2	3	4	5	-7	-8
c.	an experience you can be proud of? .....	1	2	3	4	5	-7	-8
d.	an advantage over going right from high school to college? .....	1	2	3	4	5	-7	-8
e.	an opportunity to develop leadership skills? .....	1	2	3	4	5	-7	-8
f.	the chance to work with the latest high-tech equipment? .....	1	2	3	4	5	-7	-8
g.	a great value in your civilian career development? .....	1	2	3	4	5	-7	-8
h.	an excellent opportunity to develop self-confidence? .....	1	2	3	4	5	-7	-8
i.	the opportunity to develop your potential? .....	1	2	3	4	5	-7	-8
j.	a mentally challenging experience? .....	1	2	3	4	5	-7	-8
k.	the opportunity to become more mature and responsible? .....	1	2	3	4	5	-7	-8
l.	many opportunities for training in useful skill areas? ..	1	2	3	4	5	-7	-8
m.	many chances to work with highly-trained people? .....	1	2	3	4	5	-7	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

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Screen Name: PE-8

Variables:	Ranges:	Order #:
PCPROUD	1-5,-7,-8	329
PCLEADER	1-5,-7,-8	330
PCCIVCAR	1-5,-7,-8	331
PCSELCON	1-5,-7,-8	332
PCPOTEN	1-5,-7,-8	333
PCMENTAL	1-5,-7,-8	334
PCMATURE	1-5,-7,-8	335
PCHIQUAL	1-5,-7,-8	336

Sub-Population: Parents selected to receive the Going to  
College perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 8] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND  
RANDPE8 EQ 8] OR  
[PANELPEY EQ 3 AND RAND1000 GE 925 AND  
RAND1000 LE 1000] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 8]

---

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

PE-8. I am going to read you a list of statements describing different things going to college might offer. Please tell me how much you disagree or agree that going to college offers each item on the list. Again, a "1" means you disagree completely, a "2" means you disagree somewhat, a "3" means you neither agree nor disagree, a "4" means you agree somewhat and a "5" means you agree completely.

Going to college offers ...

		NOT IMP			VERY IMP	REF	DK	
a.	an experience you can be proud of? .....	1	2	3	4	5	-7	-8
b.	an opportunity to develop leadership skills? .....	1	2	3	4	5	-7	-8
c.	a great value in your civilian career development? .....	1	2	3	4	5	-7	-8
d.	an excellent opportunity to develop self-confidence? .....	1	2	3	4	5	-7	-8
e.	the opportunity to develop your potential? .....	1	2	3	4	5	-7	-8
f.	a mentally challenging experience? .....	1	2	3	4	5	-7	-8
g.	an opportunity to become more mature and responsible? .....	1	2	3	4	5	-7	-8
h.	many chances to work with highly-trained people? .....	1	2	3	4	5	-7	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

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Screen Name: PE-12  
Variables: Ranges: Order #:  
PPEDIP 1-5,-7,-8 337  
Sub-Population: All parents  
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-----  
Screen Name: PE-13  
Variables: Ranges: Order #:  
PPEGRADE 1-5,-7,-8 338  
Sub-Population: All parents  
-----

-----  
Screen Name: PE-14  
Variables: Ranges: Order #:  
PPECOL 1-5,-7,-8 339  
Sub-Population: All parents  
-----

-----  
Screen Name: PE-15  
Variables: Ranges: Order #:  
PPESIM 1,2,-7,-8 340  
Sub-Population: All parents  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

PE-12. Of the people who joined the Army in the last year, what proportion do you think are high school diploma graduates? Would you say...

less than one quarter, .....	1
about one quarter, .....	2
about one half, .....	3
about three quarters, or .....	4
almost all? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PE-13. Of the people who joined the Army last year, what proportion do you think would score in the upper half of an intelligence test? Is it...

all of them, .....	1
three quarters of them, .....	2
half of them, .....	3
one quarter of them, or .....	4
none of them? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PE-14. Of the people who joined the Army in the last year, what proportion do you think will get a college diploma either while they are in the Army or after they complete their Army service? Would you say...

less than one quarter, .....	1
about one quarter, .....	2
about one half, .....	3
about three quarters, or .....	4
almost all? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PEP-15. Do you think very many young (men/women) with backgrounds and plans for the future like (YOUTH FIRST NAME) are joining the Army?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

-----  
Screen Name: PE-15A  
Variables: Ranges: Order #:  
PHEARDRO 1,2,-7,-8 341  
Sub-Population: Parents selected to receive the Army Reserve  
Officers' Training Corps perceptions questions  
[PANELPEY EQ 1] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 1,2] OR  
[PANELPEY EQ 3] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 9]  
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-----  
Screen Name: PE-2  
Variables: Ranges: Order #:  
PRLEADER 1-5,-7,-8 342  
PRSELCON 1-5,-7,-8 343  
PRELECT 1-5,-7,-8 344  
PROFFCOM 1-5,-7,-8 345  
Sub-Population: Parents selected to receive the Army ROTC  
questions who had heard of the Army Reserve  
Officers' Training Corps  
[PHEARDRO EQ 1,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

PE-15A. Have you ever heard of the Army Reserve Officer's Training Corps on a college campus?

YES ..... 1 (PE-2)  
NO ..... 2 (KNOWLEDGE MODULE)  
REFUSED ..... -7 (KNOWLEDGE MODULE)  
DON'T KNOW ..... -8 (PE-2)

PE-2. Next, I will read you a few statements describing different things that the Army Reserve Officer's Training Corps on the college campus might offer. Please tell me how much you disagree or agree that officer's training offers each item on the list. A "1" means you disagree completely, a "2" means you disagree somewhat, a "3" means you neither agree nor disagree, "4" means you agree somewhat and a "5" means you agree completely.

The Army Reserve Officer's Training Corps on a college campus provides ...

	DS				AG	REF	DK
a. leadership and management training?	1	2	3	4	5	-7	-8
b. the opportunity to develop self-confidence?	1	2	3	4	5	-7	-8
c. a college elective that can be taken together with other college courses?	1	2	3	4	5	-7	-8
d. an officer's commission in the active Army, Army Reserve or the Army National Guard?	1	2	3	4	5	-7	-8



ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

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Screen Name: PE-3  
Variables: Ranges: Order #:  
POWIDE 1-5,-7,-8 346  
POPROUD 1-5,-7,-8 347  
POUSECOL 1-5,-7,-8 348  
POINNOV 1-5,-7,-8 349  
Sub-Population: Parents selected to receive the Army R.O.T.C.  
questions who had heard of the Army Reserve  
Officers' Training Corps  
[PHEARDRO EQ 1,-8]

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ACOMS Annotated Questionnaire  
 Quarter 87-1 (Oct, Nov, & Dec 86)  
 Module: Perceptions

PE-3. Being an officer in the United States Army means different things to different people. Please tell me how much you disagree or agree that being an officer offers each item on the list. A "1" means you disagree completely, a "2" means you disagree somewhat, a "3" means you neither agree nor disagree, a "4" means you agree somewhat and a "5" means you agree completely.

Being an officer in the United States Army provides ...

	DS					AG	REF	DK
a. a wide variety of job opportunities?	1	2	3	4	5	-7	-8	
b. experiences you can be proud of?	1	2	3	4	5	-7	-8	
c. the opportunity to use your college acquired skills?	1	2	3	4	5	-7	-8	
d. the opportunity to make changes and use your own judgment?	1	2	3	4	5	-7	-8	

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Perceptions

END OF PERCEPTIONS MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-2 (Jan, Feb, Mar 87)**

**Module: Perceptions**

**Quarterly updates indicated by sidebar.**

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

-----  
Screen Name: PE-1A Change Code:  
Variables: Ranges: Order #: (87-2) L, P, S  
PHEARDAR 1,2,-7,-8 230  
Sub-Population: All parents  
-----

-----  
Screen Name: PE-4A Change Code:  
Variables: Ranges: Order #: (87-2) L, P, S  
PHEARDNG 1,2,-7,-8 245  
Sub-Population: All parents  
-----

-----  
Screen Name: PE-15A Change Code:  
Variables: Ranges: Order #: (87-2) L, P, S  
PHEARDRO 1,2,-7,-8 341  
Sub-Population: All parents  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-2 (Jan, Feb, & Mar 87)  
 Module: Perceptions

PE-1A. Have you ever heard of the United States Army Reserve?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

PE-4A. Have you ever heard of the United States Army National Guard?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

PE-15A. Have you ever heard of the Army Reserve Officer's Training Corps on a college campus?

YES .....	1	(CATI CHECK #PE2)
NO .....	2	(CATI CHECK #PE2)
REFUSED .....	-7	(CATI CHECK #PE2)
DON'T KNOW .....	-8	(CATI CHECK #PE2)

-----  
 CATI CHECK #PE2: BASED ON PREVIOUS RESPONSES AND  
 CURRENT EDUCATIONAL STATUS, RANDOMLY  
 SELECT ONE OR TWO CAREER OPTIONS FROM  
 ARMY, ARMY RESERVE, ARMY NATIONAL GUARD,  
 AIR FORCE, MARINE CORPS, NAVY, ALL  
 SERVICES, WORKING IN A FULL-TIME,  
 CIVILIAN JOB, GOING TO COLLEGE, ROTC.  
 -----

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

Screen Name:	PE-1	Order #:	Change Code:
Variables:	Ranges:		(87-2) P, W
PAWIDE	1-5,-7,-8	216	
PAPHYS	1-5,-7,-8	217	
PAPROUD	1-5,-7,-8	218	
PASTEP	1-5,-7,-8	219	
PALEADER	1-5,-7,-8	220	
PAHITECH	1-5,-7,-8	221	
PACIVCAR	1-5,-7,-8	222	
PASELCON	1-5,-7,-8	223	
PAPOTEN	1-5,-7,-8	224	
PAMENTAL	1-5,-7,-8	225	
PAMATURE	1-5,-7,-8	226	
PATRAIN	1-5,-7,-8	227	
PAHIQUAL	1-5,-7,-8	228	
PACASHED	1-5,-7,-8	229	
Sub-Population:	Parents given the Active Army perceptions questions		
	[PANELPEY EQ 2 AND RANDPE3 EQ 1,3] OR		
	[PANELPEY EQ 3,4,5,6,7,8]		

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

PE-INTRO. I'd like your opinion about several statements.

Please use a scale of one to five where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.

	DS		AG	REF	DK
The (SERVICE/CAREER OPTION) offers (YOUTH FIRST NAME)...					
(ATTRIBUTE - Random Start)?	1	2	3	4	5      -7      -8

How about the (SERVICE/CAREER OPTION)...

[The (SERVICE/CAREER OPTION) offers (YOUTH FIRST NAME)...					
(ATTRIBUTE)]?	1	2	3	4	5      -7      -8

PE-INTRO2. [Please use a scale of one to five where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.]

	DS		AG	REF	DK
The (SERVICE/CAREER OPTION) offers (YOUTH FIRST NAME)...					
(ATTRIBUTE)?	1	2	3	4	5      -7      -8

How about the (SERVICE/CAREER OPTION)...

[The (SERVICE/CAREER OPTION) offers (YOUTH FIRST NAME)...					
(ATTRIBUTE)]?	1	2	3	4	5      -7      -8



ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

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Screen Name:	PE-4	Change Code:
Variables:	Ranges:	(87-2) P, W
PVWIDE	1-5,-7,-8	231
PVPROUD	1-5,-7,-8	232
PVLEADER	1-5,-7,-8	233
PVCIVCAR	1-5,-7,-8	234
PVSELCON	1-5,-7,-8	235
PVPOTEN	1-5,-7,-8	236
PVMENTAL	1-5,-7,-8	237
PVMATURE	1-5,-7,-8	238
PVTRAIN	1-5,-7,-8	239
PVHIQUAL	1-5,-7,-8	240
PVCASHED	1-5,-7,-8	241
PVHOME	1-5,-7,-8	242
PVWEEKEN	1-5,-7,-8	244
PVSERPAR	1-5,-7,-8	392

Sub-Population: Parents selected to receive the Army Reserve perceptions questions who had heard of the U.S. Army Reserve  
 [PHEARDAR (PE-1A) EQ 1,-8] AND  
 [PANELPEY EQ 1 AND RANDPE8 EQ 1] OR  
 [PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 1] OR  
 [PANELPEY EQ 3 AND RAND1000 GE 1 AND RAND1000 LE 269] OR  
 [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 1]

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Screen Name:	PE-5	Change Code:
Variables:	Ranges:	(87-2) P, W
PGWIDE	1-5,-7,-8	246
PGPROUD	1-5,-7,-8	247
PGLEADER	1-5,-7,-8	248
PGCIVCAR	1-5,-7,-8	249
PGSELCON	1-5,-7,-8	250
PGPOTEN	1-5,-7,-8	251
PGMENTAL	1-5,-7,-8	252
PGHIQUAL	1-5,-7,-8	253
PGCASHED	1-5,-7,-8	254
PGHOME	1-5,-7,-8	255
PGWEEKEN	1-5,-7,-8	256
PGSERPAR	1-5,-7,-8	257

Sub-Population: Parents selected to receive the Army National Guard perceptions questions who had heard of the United States Army National Guard  
 [PHEARDNG (PE-4A) EQ 1,-8] AND  
 [PANELPEY EQ 1 AND RANDPE8 EQ 2] OR  
 [PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 2] OR  
 [PANELPEY EQ 3 AND RAND1000 GE 270 AND RAND1000 LE 539] OR  
 [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 2]

---

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

	ARMY	USAR	ARNG	AF	MARI	NAVY	ALL SE	WORK	COLL
a wide variety of opportunities to find a job (he/she) can enjoy	X	X	X	X	X	X	X		
a physically challenging environment	X			X	X	X	X	X	
an experience (he/she) can be proud of	X	X	X	X	X	X	X	X	X
an advantage over going right from high school to college	X			X	X	X	X	X	
an opportunity to develop leadership skills	X	X	X	X	X	X	X	X	X
the chance to work with the latest high-tech equipment	X			X	X	X	X	X	
a great value in (his/her) civilian career development	X	X	X	X	X	X	X	X	X
an opportunity to develop self-confidence	X	X	X	X	X	X	X	X	X
the opportunity to develop (his/her) potential	X	X	X	X	X	X	X	X	X
a mentally challenging experience	X	X	X	X	X	X	X	X	X

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

Screen Name:	PE-6A	Change Code:
Variables:	Ranges:	Order #: (87-2) P, W
PFWIDE	1-5,-7,-8	262
PFPHYS	1-5,-7,-8	266
PFPROUD	1-5,-7,-8	270
PFSTEP	1-5,-7,-8	274
PFLEADER	1-5,-7,-8	278
PFHITECH	1-5,-7,-8	282
PFCIVCAR	1-5,-7,-8	286
PFSELCON	1-5,-7,-8	290
PFPOTEN	1-5,-7,-8	294
PFMENTAL	1-5,-7,-8	298
PFMATURE	1-5,-7,-8	302
PFTRAIN	1-5,-7,-8	206
PFHIQUAL	1-5,-7,-8	309
PFCASHED	1-5,-7,-8	314
Sub-Population:	Parents selected to receive the Air Force perceptions questions [PANELPEY EQ 1 AND RANDPE8 EQ 3] OR [PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 3] OR [PANELPEY EQ 3 AND RAND1000 GE 540 AND RAND1000 LE 616] OR [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 3]	

Screen Name:	PE-6B	Change Code:
Variables:	Ranges:	Order#: (87-2) P, W
PNWIDE	1-5,-7,-8	260
PNPHYS	1-5,-7,-8	264
PNPROUD	1-5,-7,-8	268
PNSTEP	1-5,-7,-8	272
PNLEADER	1-5,-7,-8	276
PNHITECH	1-5,-7,-8	280
PNCIVCAR	1-5,-7,-8	284
PNSELCON	1-5,-7,-8	288
PNPOTEN	1-5,-7,-8	292
PNMENTAL	1-5,-7,-8	296
PNMATURE	1-5,-7,-8	300
PNTRAIN	1-5,-7,-8	304
PNHIQUAL	1-5,-7,-8	308
PNCASHED	1-5,-7,-8	312
Sub-Population:	Parents selected to receive the Navy perceptions questions [PANELPEY EQ 1 AND RANDPE8 EQ 4] OR [PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 4] OR [PANELPEY EQ 3 AND RAND1000 GE 617 AND RAND1000 LE 693] OR [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 4]	

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

	ARMY	USAR	ARNG	AF	MARI	NAVY	ALL SR	WORK	COLL
an opportunity to become more mature and responsible	X	X	X	X	X	X	X	X	X
many opportunities for training in useful skill areas	X	X	X	X	X	X	X	X	
many chances to work with highly-trained people	X	X	X	X	X	X	X	X	X
an opportunity to obtain money for college or vocational school	X	X	X	X	X	X	X	X	
an opportunity to serve America while living in (his/her) own hometown		X	X						
interesting and exciting weekends		X	X						
an excellent opportunity for part-time work		X	X						

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

Screen Name:	PE-6C	Change Code:
Variables:	Ranges:	(87-2) P, W
PMWIDE	1-5,-7,-8	261
PMPHYS	1-5,-7,-8	265
PMPROUD	1-5,-7,-8	269
PMSTEP	1-5,-7,-8	273
PMLEADER	1-5,-7,-8	277
PMHITECH	1-5,-7,-8	281
PMCIVCAR	1-5,-7,-8	285
PMSELCON	1-5,-7,-8	289
PMPOTEN	1-5,-7,-8	293
PMMENTAL	1-5,-7,-8	297
PMMATURE	1-5,-7,-8	301
PMTRAIN	1-5,-7,-8	305
PMHIQUAL	1-5,-7,-8	311
PMCASHED	1-5,-7,-8	313

Sub-Population: Parents selected to receive the Marine Corps perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 5] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 5] OR  
[PANELPEY EQ 3 AND RAND1000 GE 694 AND RAND1000 LE 770] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 5]

Screen Name:	PE-6D	Change Code:
Variables:	Ranges:	(87-2) P, W
PSWIDE	1-5,-7,-8	263
PSPHYS	1-5,-7,-8	267
PSPROUD	1-5,-7,-8	271
PSSTEP	1-5,-7,-8	275
PSLEADER	1-5,-7,-8	279
PSHITECH	1-5,-7,-8	283
PSCIVCAR	1-5,-7,-8	287
PSSELCON	1-5,-7,-8	291
PSPOTEN	1-5,-7,-8	295
PSMENTAL	1-5,-7,-8	299
PSMATURE	1-5,-7,-8	303
PSTRAIN	1-5,-7,-8	307
PSHIQUAL	1-5,-7,-8	310
PSCASHED	1-5,-7,-8	315

Sub-Population: Parents selected to receive the Military Service perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 6] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 6] OR  
[PANELPEY EQ 3 AND RAND1000 GE 771 AND RAND1000 LE 847] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 6]

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

See Screen PE-INTRO.

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

Screen Name:	PE-7		Change Code:
Variables:	Ranges:	Order #:	(87-2) P, W
PWPHYS	1-5,-7,-8	316	
PWPROUD	1-5,-7,-8	317	
PWSTEP	1-5,-7,-8	318	
PWLEADER	1-5,-7,-8	319	
PWHITECH	1-5,-7,-8	320	
PWCIVCAR	1-5,-7,-8	321	
PWSELCON	1-5,-7,-8	322	
PWPOTEN	1-5,-7,-8	323	
PWMENTAL	1-5,-7,-8	324	
PWMATURE	1-5,-7,-8	325	
PWTRAIN	1-5,-7,-8	326	
PWHIQUAL	1-5,-7,-8	327	
PWCASHED	1-5,-7,-8	328	

Sub-Population: Parents selected to receive the Working in a Full-Time Civilian Job perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 7] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 7] OR  
[PANELPEY EQ 3 AND RAND1000 GE 848 AND RAND1000 LE 924] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 7]

Screen Name:	PE-8		Change Code:
Variables:	Ranges:	Order #:	(87-2) P, W
PCPROUD	1-5,-7,-8	329	
PCLEADER	1-5,-7,-8	330	
PCCIVCAR	1-5,-7,-8	331	
PCSELCON	1-5,-7,-8	332	
PCPOTEN	1-5,-7,-8	333	
PCMENTAL	1-5,-7,-8	334	
PCMATURE	1-5,-7,-8	335	
PCHIQUAL	1-5,-7,-8	336	

Sub-Population: Parents selected to receive the Going to College perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 8] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 8] OR  
[PANELPEY EQ 3 AND RAND1000 GE 925 AND RAND1000 LE 1000] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 8]

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

See Screen PE-INTRO.



ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

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Screen Name: PE-12  
Variables: Ranges: Order #:  
PPEDIP 1-5,-7,-8 337  
Sub-Population: All parents  
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-----  
Screen Name: PE-13  
Variables: Ranges: Order #:  
PPEGRADE 1-5,-7,-8 338  
Sub-Population: All parents  
-----

-----  
Screen Name: PE-14  
Variables: Ranges: Order #:  
PPECOL 1-5,-7,-8 339  
Sub-Population: All parents  
-----

-----  
Screen Name: PEP-15  
Variables: Ranges: Order #:  
PPESIM 1,2,-7,-8 340  
Sub-Population: All parents  
-----

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

PE-12. Of the people who joined the Army in the last year, what proportion do you think are high school diploma graduates? Would you say...

less than one quarter, .....	1
about one quarter, .....	2
about one half, .....	3
about three quarters, or .....	4
almost all? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PE-13. Of the people who joined the Army last year, what proportion do you think would score in the upper half of an intelligence test? Is it...

all of them, .....	1
three quarters of them, .....	2
half of them, .....	3
one quarter of them, or .....	4
none of them? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PE-14. Of the people who joined the Army in the last year, what proportion do you think will get a college diploma either while they are in the Army or after they complete their Army service? Would you say...

less than one quarter, .....	1
about one quarter, .....	2
about one half, .....	3
about three quarters, or .....	4
almost all? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PEP-15. Do you think very many young (men/women) with backgrounds and plans for the future like (YOUTH FIRST NAME) are joining the Army?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

Screen Name:	PEP-2	Change Code:
Variables:	Ranges:	(87-2) P, W
PRLEADER	1-5,-7,-8	342
PRSELCON	1-5,-7,-8	343
PRELECT	1-5,-7,-8	344
PROFFCOM	1-5,-7,-8	345

Sub-Population: Parents selected to receive the Army ROTC questions who had heard of the Army Reserve Officers' Training Corps  
[PHEARDRO (PE-15A) EQ 1,-8] AND  
[PANELPEY EQ 1] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 1,2] OR  
[PANELPEY EQ 3] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 9]

ACOMS Annotated Questionnaire  
 Quarter 87-2 (Jan, Feb, & Mar 87)  
 Module: Perceptions

CATI CHECK #PE1: IS YOUTH ROTC POTENTIAL?

YES ..... 1 (PEY-2)  
 NO ..... 2 (KNOWLEDGE AWARENESS  
 MODULE)

PEP-2. Next, I'd like your opinion about several statements describing different things that the Army Reserve Officer's Training Corps on the college campus might offer (YOUTH FIRST NAME).

Please use a scale of 1 to 5 where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.

The Army Reserve Officer's Training Corps on a college campus offers (YOUTH FIRST NAME)...

	DS				AG	REF	DK
a. leadership and management training?	1	2	3	4	5	-7	-8
b. an opportunity to develop self-confidence?	1	2	3	4	5	-7	-8
c. a college elective that can be taken together with other college courses?	1	2	3	4	5	-7	-8
d. an officer's commission in the active Army, Army Reserve or the Army National Guard?	1	2	3	4	5	-7	-8

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

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Screen Name:	PEP-3	Change Code:
Variables:	Ranges:	Order #:
POWIDE	1-5,-7,-8	346
POPROUD	1-5,-7,-8	347
POUSECOL	1-5,-7,-8	348
POINNOV	1-5,-7,-8	349

Sub-Population: Parents selected to receive the Army ROTC  
questions who had heard of the Army Reserve  
Officer's Training Corps  
[PHEARDRO (PE-15A) EQ 1,-8]

-----

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

PEP-3. Being an officer in the United States Army means different things to different people.

Please tell me how much you disagree or agree that being an officer offers (YOUTH FIRST NAME) each item on the list. A "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.

Being an officer in the United States Army offers  
(YOUTH FIRST NAME)...

	DS			AG			REF	DK
a. a wide variety of opportunities to find a job (he/she) can enjoy?	1	2	3	4	5	-7	-8	
b. an experience (he/she) can be proud of?	1	2	3	4	5	-7	-8	
c. the opportunity to use (his/her) college-acquired skills?	1	2	3	4	5	-7	-8	
d. the opportunity to make changes and use (his/her) own judgment?	1	2	3	4	5	-7	-8	

[GO TO KNOWLEDGE-AWARENESS MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Perceptions

END OF PERCEPTIONS MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-3 (Apr, May, Jun 87)**

**Module: Perceptions**

**Quarterly updates indicated by sidebar.**



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

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Screen Name:	PE-1A		Change Code:
Variables:	Ranges:	Order #:	(87-2) L, P, S
PHEARDAR	1,2,-7,-8	230	
Sub-Population:	All parents		

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Screen Name:	PE-4A		Change Code:
Variables:	Ranges:	Order #:	(87-2) L, P, S
PHEARDNG	1,2,-7,-8	245	
Sub-Population:	All parents		

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Screen Name:	PE-15A		Change Code:
Variables:	Ranges:	Order #:	(87-2) L, P, S
PHEARDFO	1,2,-7,-8	341	
Sub-Population:	All parents		

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ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & Jun 87)  
 Module: Perceptions

PE-1A. Have you ever heard of the United States Army Reserve?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

PE-4A. Have you ever heard of the United States Army National Guard?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

PE-15A. Have you ever heard of the Army Reserve Officer's Training Corps on a college campus?

YES ..... 1 (CATI CHECK #PE2)  
 NO ..... 2 (CATI CHECK #PE2)  
 REFUSED ..... -7 (CATI CHECK #PE2)  
 DON'T KNOW ..... -8 (CATI CHECK #PE2)

-----  
 | CATI CHECK #PE2: BASED ON PREVIOUS RESPONSES AND |  
 | CURRENT EDUCATIONAL STATUS, RANDOMLY |  
 | SELECT ONE OR TWO CAREER OPTIONS FROM |  
 | ARMY, ARMY RESERVE, ARMY NATIONAL GUARD, |  
 | AIR FORCE, MARINE CORPS, NAVY, ALL |  
 | SERVICES, WORKING IN A FULL-TIME, |  
CIVILIAN JOB, GOING TO COLLEGE, ROTC.

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

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Screen Name: PE-INTRO1 Change Code:  
Variables: Ranges: Order #: (87-3) A  
-----

-----  
Screen Name: PE-1 Change Code:  
Variables: Ranges: Order #: (87-2) P, W  
(87-3) P, W  
PAWIDE 1-5,-7,-8 216  
PAPHYS 1-5,-7,-8 217  
PAPROUD 1-5,-7,-8 218  
PASTEP 1-5,-7,-8 219  
PALEADER 1-5,-7,-8 220  
PAHITECH 1-5,-7,-8 221  
PACIVCAR 1-5,-7,-8 222  
PASELCON 1-5,-7,-8 223  
PAPOTEN 1-5,-7,-8 224  
PAMENTAL 1-5,-7,-8 225  
PAMATURE 1-5,-7,-8 226  
PATRAIN 1-5,-7,-8 227  
PAHIQUAL 1-5,-7,-8 228  
PACASHED 1-5,-7,-8 229  
Sub-Population: Parents given the Active Army perceptions  
questions  
[PANELPEY EQ 2 AND RANDPE3 EQ 1,3] OR  
[PANELPEY EQ 3,4,5,6,7,8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

PE-INTRO1. Earlier I asked how important it was for he/she to have a number of opportunities. Now I'm going to ask your opinion about two specific ways he/she might get each of those opportunities. Your opinions in this section are very valuable to this study.

PE-INTRO. When you give your opinion, please use a scale of one to five where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.

DS                      AG      REF      DK

The (SERVICE/CAREER OPTION) offers...  
(YOUTH FIRST NAME) ...  
(ATTRIBUTE - Random Start)?

1   2   3   4   5           -7   -8

How about the (SERVICE/CAREER OPTION)...

[The (SERVICE/CAREER OPTION) offers...  
(YOUTH FIRST NAME) ...  
(ATTRIBUTE)]?

1   2   3   4   5           -7   -8

PE-INTRO2. [When you give your opinion, please use a scale of one to five where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.]

DS                      AG      REF      DK

The (SERVICE/CAREER OPTION) offers...  
(YOUTH FIRST NAME) ...  
(ATTRIBUTE)?

1   2   3   4   5           -7   -8

How about the (SERVICE/CAREER OPTION)...

[The (SERVICE/CAREER OPTION) offers...  
(YOUTH FIRST NAME) ...  
(ATTRIBUTE)]?

1   2   3   4   5           -7   -8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

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Screen Name:	PE-4		Change Code:
Variables:	Ranges:	Order #:	(87-2) P, W
PVWIDE	1-5,-7,-8	231	(87-3) P, W
PVPROUD	1-5,-7,-8	232	
PVLEADER	1-5,-7,-8	233	
PVCIVCAR	1-5,-7,-8	234	
PVSELCON	1-5,-7,-8	235	
PVPOTEN	1-5,-7,-8	236	
PVMENTAL	1-5,-7,-8	237	
PVMATURE	1-5,-7,-8	238	
PVTRAIN	1-5,-7,-8	239	
PVHIQUAL	1-5,-7,-8	240	
PVCASHED	1-5,-7,-8	241	
PVHOME	1-5,-7,-8	242	
PVWEEKEN	1-5,-7,-8	244	
PVSERPAR	1-5,-7,-8	392	

Sub-Population: Parents selected to receive the Army Reserve perceptions questions who had heard of the U.S. Army Reserve  
[PHEARDAR (PE-1A) EQ 1,-8] AND  
[PANELPEY EQ 1 AND RANDPE8 EQ 1] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 1] OR  
[PANELPEY EQ 3 AND RAND1000 GE 1 AND RAND1000 LE 269] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 1]

---

Screen Name:	PE-5		Change Code:
Variables:	Ranges:	Order #:	(87-2) P, W
PGWIDE	1-5,-7,-8	246	(87-3) P, W
PGPROUD	1-5,-7,-8	247	
PGLEADER	1-5,-7,-8	248	
PGCIVCAR	1-5,-7,-8	249	
PGSELCON	1-5,-7,-8	250	
PGPOTEN	1-5,-7,-8	251	
PGMENTAL	1-5,-7,-8	252	
PGMATURE	1-5,-7,-8	253	
PGTRAIN	1-5,-7,-8	254	
PGHIQUAL	1-5,-7,-8	255	
PGCASHED	1-5,-7,-8	256	
PGHOME	1-5,-7,-8	257	
PGWEEKEN	1-5,-7,-8	259	
PGSERPAR	1-5,-7,-8	393	

Sub-Population: Parents selected to receive the Army National Guard perceptions questions who had heard of the United States Army National Guard  
[PHEARDNG (PE-4A) EQ 1,-8] AND  
[PANELPEY EQ 1 AND RANDPE8 EQ 2] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 2] OR  
[PANELPEY EQ 3 AND RAND1000 GE 270 AND RAND1000 LE 539] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 2]

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

	ARMY	USAR	ARNG	AF	MARI	NAVY	ALL SR	WORK	COLL
a wide variety of opportunities to find a job (he/she) can enjoy	X	X	X	X	X	X	X		
a physically challenging environment	X			X	X	X	X	X	
an experience (he/she) can be proud of	X	X	X	X	X	X	X	X	X
an advantage over going right from high school to college	X			X	X	X	X	X	
an opportunity to develop leadership skills	X	X	X	X	X	X	X	X	X
the chance to work with the latest high-tech equipment	X			X	X	X	X	X	
a great value in (his/her) civilian career development	X	X	X	X	X	X	X	X	X
an opportunity to develop self- confidence	X	X	X	X	X	X	X	X	X
the opportunity to develop (his/her) potential	X	X	X	X	X	X	X	X	X
a mentally challeng- ing experience	X	X	X	X	X	X	X	X	X

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

Screen Name:	PE-6A	Change Code:
Variables:	Ranges:	Order #:
PFWIDE	1-5,-7,-8	262
PFPHYS	1-5,-7,-8	266
PFPROUD	1-5,-7,-8	270
PFSTEP	1-5,-7,-8	274
PFLEADER	1-5,-7,-8	278
PFHITECH	1-5,-7,-8	282
PFCIVCAR	1-5,-7,-8	286
PFSELCON	1-5,-7,-8	290
PFPOTEN	1-5,-7,-8	294
PFMENTAL	1-5,-7,-8	298
PFMATURE	1-5,-7,-8	302
PFTRAIN	1-5,-7,-8	206
PFHIQUAL	1-5,-7,-8	309
PFCASHED	1-5,-7,-8	314

Sub-Population: Parents selected to receive the Air Force perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 3] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 3] OR  
[PANELPEY EQ 3 AND RAND1000 GE 540 AND RAND1000 LE 616] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 3]

Screen Name:	PE-6B	Change Code:
Variables:	Ranges:	Order#:
PNWIDE	1-5,-7,-8	260
PNPHYS	1-5,-7,-8	264
PNPROUD	1-5,-7,-8	268
PNSTEP	1-5,-7,-8	272
PNLEADER	1-5,-7,-8	276
PNHITECH	1-5,-7,-8	280
PNCIVCAR	1-5,-7,-8	284
PNSELCON	1-5,-7,-8	288
PNPOTEN	1-5,-7,-8	292
PNMENTAL	1-5,-7,-8	296
PNMATURE	1-5,-7,-8	300
PNTRAIN	1-5,-7,-8	304
PNHIQUAL	1-5,-7,-8	308
PNCASHED	1-5,-7,-8	312

Sub-Population: Parents selected to receive the Navy perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 4] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 4] OR  
[PANELPEY EQ 3 AND RAND1000 GE 617 AND RAND1000 LE 693] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 4]

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & Jun 87)  
 Module: Perceptions

	ARMY	USAR	ARNG	AF	MARI	NAVY	ALL SR	WORK	COLL
an opportunity to become more mature and responsible	X	X	X	X	X	X	X	X	X
many opportunities for training in useful skill areas	X	X	X	X	X	X	X	X	
many chances to work with highly-trained people	X	X	X	X	X	X	X	X	X
an excellent opportunity to obtain money for college or vocational school	X	X	X	X	X	X	X	X	
an opportunity to serve America while living in (his/her)own hometown		X	X						
interesting and exciting weekends		X	X						
an excellent opportunity for part-time work		X	X						



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

Screen Name:	PE-6C	Change Code:
Variables:	Ranges:	Order #:
PMWIDE	1-5,-7,-8	261
PMPHYS	1-5,-7,-8	265
PMPROUD	1-5,-7,-8	269
PMSTEP	1-5,-7,-8	273
PMLEADER	1-5,-7,-8	277
PMHITECH	1-5,-7,-8	281
PMCIVCAR	1-5,-7,-8	285
PMSELCON	1-5,-7,-8	289
PMPTEN	1-5,-7,-8	293
PMMENTAL	1-5,-7,-8	297
PMMATURE	1-5,-7,-8	301
PMTRAIN	1-5,-7,-8	305
PMHIQUAL	1-5,-7,-8	311
PMCASHED	1-5,-7,-8	313

Sub-Population: Parents selected to receive the Marine Corps perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 5] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 5] OR  
[PANELPEY EQ 3 AND RAND1000 GE 694 AND RAND1000 LE 770] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 5]

Screen Name:	PE-6D	Change Code:
Variables:	Ranges:	Order #:
PSWIDE	1-5,-7,-8	263
PSPHYS	1-5,-7,-8	267
PSPROUD	1-5,-7,-8	271
PSSTEP	1-5,-7,-8	275
PSLEADER	1-5,-7,-8	279
PSHITECH	1-5,-7,-8	283
PSCIVCAR	1-5,-7,-8	287
PSSELCON	1-5,-7,-8	291
PSPOTEN	1-5,-7,-8	295
PSMENTAL	1-5,-7,-8	299
PSMATURE	1-5,-7,-8	303
PSTRAIN	1-5,-7,-8	307
PSHIQUAL	1-5,-7,-8	310
PSCASHED	1-5,-7,-8	315

Sub-Population: Parents selected to receive the Military Service perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 6] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 6] OR  
[PANELPEY EQ 3 AND RAND1000 GE 771 AND RAND1000 LE 847] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 6]

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

See Screen PE-INTRO.

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

Screen Name:	PE-7	Order #:	Change Code:
Variables:	Ranges:		(87-2) P, W
PWPHYS	1-5,-7,-8	316	(87-3) P, W
PWPROUD	1-5,-7,-8	317	
PWSTEP	1-5,-7,-8	318	
PWLEADER	1-5,-7,-8	319	
PWHITECH	1-5,-7,-8	320	
PWCIVCAR	1-5,-7,-8	321	
PWSELCON	1-5,-7,-8	322	
PWPOTEN	1-5,-7,-8	323	
PWMENTAL	1-5,-7,-8	324	
PWMATURE	1-5,-7,-8	325	
PWTRAIN	1-5,-7,-8	326	
PWHIQUAL	1-5,-7,-8	327	
PWCASHED	1-5,-7,-8	328	
Sub-Population:	Parents selected to receive the Working in a Full-Time Civilian Job perceptions questions [PANELPEY EQ 1 AND RANDPE8 EQ 7] OR [PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 7] OR [PANELPEY EQ 3 AND RAND1000 GE 848 AND RAND1000 LE 924] OR [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 7]		

Screen Name:	PE-8	Order #:	Change Code:
Variables:	Ranges:		(87-2) P, W
PCPROUD	1-5,-7,-8	329	(87-3) P, W
PCLEADER	1-5,-7,-8	330	
PCCIVCAR	1-5,-7,-8	331	
PCSELCON	1-5,-7,-8	332	
PCPOTEN	1-5,-7,-8	333	
PCMENTAL	1-5,-7,-8	334	
PCMATURE	1-5,-7,-8	335	
PCHIQUAL	1-5,-7,-8	336	
Sub-Population:	Parents selected to receive the Going to College perceptions questions [PANELPEY EQ 1 AND RANDPE8 EQ 8] OR [PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 8] OR [PANELPEY EQ 3 AND RAND1000 GE 925 AND RAND1000 LE 1000] OR [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 8]		

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

See Screen PE-INTRO.

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

-----  
Screen Name: PE-12  
Variables: Ranges: Order #:  
PPEDIP 1-5,-7,-8 337  
Sub-Population: All parents  
-----

-----  
Screen Name: PE-13  
Variables: Ranges: Order #:  
PPEGRADE 1-5,-7,-8 338  
Sub-Population: All parents  
-----

-----  
Screen Name: PEP-14  
Variables: Ranges: Order #:  
PPECOL 1-5,-7,-8 339  
Sub-Population: All parents  
-----

-----  
Screen Name: PEP-15  
Variables: Ranges: Order #:  
PPESIM 1,2,-7,-8 340  
Sub-Population: All parents  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

PE-12. Of the people who joined the Army in the last year, what proportion do you think are high school diploma graduates? Would you say...

less than one quarter, .....	1
about one quarter, .....	2
about one half, .....	3
about three quarters, or .....	4
almost all? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PE-13. Of the people who joined the Army last year, what proportion do you think would score in the upper half of an intelligence test? Is it...

all of them, .....	1
three quarters of them, .....	2
half of them, .....	3
one quarter of them, or .....	4
none of them? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PE-14. Of the people who joined the Army in the last year, what proportion do you think will get a college diploma either while they are in the Army or after they complete their Army service? Would you say...

less than one quarter, .....	1
about one quarter, .....	2
about one half, .....	3
about three quarters, or .....	4
almost all? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PEP-15. Do you think very many young (men/women) with backgrounds and plans for the future like (YOUTH FIRST NAME) are joining the Army?

YES ... ..	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

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Screen Name:	PEP-2	Change Code:
Variables:	Ranges:	Order #:
PRLEADER	1-5,-7,-8	342
PRSELCON	1-5,-7,-8	343
PRELECT	1-5,-7,-8	344
PROFFCOM.	1-5,-7,-8	345

Sub-Population: Parents selected to receive the Army ROTC questions who had heard of the Army Reserve Officers' Training Corps  
[PHEARDRO (PE-15A) EQ 1,-8] AND  
[PANELPEY EQ 1] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 1,2] OR  
[PANELPEY EQ 3] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 9]

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ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & Jun 87)  
 Module: Perceptions

-----  
 | CATI CHECK #PE1: IS YOUTH ROTC POTENTIAL? |  
 |  
 | YES ..... 1 (PEY-2) |  
 | NO ..... 2 (KNOWLEDGE AWARENESS |  
MODULE)

PEP-2. Next, I'd like your opinion about several statements describing different things that the Army Reserve Officer's Training Corps on the college campus might offer (YOUTH FIRST NAME).

Please use a scale of 1 to 5 where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.

The Army Reserve Officer's Training Corps on a college campus offers (YOUTH FIRST NAME)...

	DS				AG		REF	DK
a. leadership and management training?	1	2	3	4	5	-7	-8	
b. an opportunity to develop self-confidence?	1	2	3	4	5	-7	-8	
c. a college elective that can be taken together with other college courses?	1	2	3	4	5	-7	-8	
d. an officer's commission in the active Army, Army Reserve or the Army National Guard?	1	2	3	4	5	-7	-8	



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

Screen Name:	PEP-3		Change Code:
Variables:	Ranges:	Order #:	(87-2) W
POWIDE	1-5,-7,-8	346	(87-3) W
POPROUD	1-5,-7,-8	347	
POUSECOL	1-5,-7,-8	348	
POINNOV	1-5,-7,-8	349	
Sub-Population:	Parents selected to receive the Army ROTC questions who had heard of the Army Reserve Officer's Training Corps [PHEARDRO (PE-15A) EQ 1,-8]		

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & Jun 87)  
 Module: Perceptions

PEP-3. Being an officer in the Army means different things to different people.

Please tell me how much you disagree or agree that being an officer offers (YOUTH FIRST NAME) each item on the list. A "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.

Being an officer in the United States Army offers (YOUTH FIRST NAME)...

	DS					AG	REF	DK
a. a wide variety of opportunities to find a job (he/she) can enjoy?	1	2	3	4	5	-7	-8	
b. an experience (he/she) can be proud of?	1	2	3	4	5	-7	-8	
c. the opportunity to use (his/her) college-acquired skills?	1	2	3	4	5	-7	-8	
d. the opportunity to make changes and use (his/her) own judgment?	1	2	3	4	5	-7	-8	

[GO TO KNOWLEDGE-AWARENESS MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & Jun 87)  
Module: Perceptions

END OF PERCEPTIONS MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**SUMMER 87 (Jul, Aug, Sep 87)**

**Module: Perceptions**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**FALL 87 (Oct, Nov, Dec 87)**

**Module: Perceptions**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-1 (Oct, Nov, Dec 86)**

**Module: Knowledge - Army Attributes**

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Army Attributes

-----  
Screen Name: KA-7  
Variables: Ranges: Order #:  
PKAEARN 1,2,-7,-8 351  
Sub-Population: Approximately half of parents interviewed  
[RANDROP EQ 3,5,6]  
-----

-----  
Screen Name: KAP-1  
Variables: Ranges: Order #:  
PKAEDBEN 1-6,-7,-8 352  
Sub-Population: Parents who knew that it is possible to earn  
money for college by enlisting in the Army  
[PKAEARN (KA-7) EQ 1,-7,-8]  
-----

-----  
Screen Name: KAP-2  
Variables: Ranges: Order #:  
PKALLCOL 1,2,-7,-8 353  
Sub-Population: Parents who knew that it is possible to earn  
money for college by enlisting in the Army  
[PKAEARN (KA-7) EQ 1,-7,-8]  
-----

-----  
Screen Name: KAP-3  
Variables: Ranges: Order #:  
PKASAME 1-3,-7,-8 354  
Sub-Population: Parents who knew that it is possible to earn  
money for college by enlisting in the Army  
[PKAEARN (KA-7) EQ 1,-7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Army Attributes

KA-7. Is it possible to earn money for college  
by enlisting in the Army?

YES .....	1 (KA-1)
NO .....	2 (CATI CHECK #KA4)
REFUSED .....	-7 (KA-1)
DON'T KNOW .....	-8 (KA-1)

KAP-1. How much do you think a young (man/woman) can earn  
through Army education benefits for college?

[PROBE: This would be the total benefits a young  
(man/woman) could earn while in the Army.]

UNDER \$5,000 .....	1
\$5,000 TO \$9,999 .....	2
\$10,000 TO \$14,999 .....	3
\$15,000 TO \$19,999 .....	4
\$20,000 TO \$24,999 .....	5
\$25,000 OR MORE .....	6
REFUSED .....	-7
DON'T KNOW .....	-8

KAP-2. Do you think Army education benefits would pay for  
(YOUTH FIRST NAME)'s entire college education?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

KAP-3. Do you think Army education benefits are more, less or about  
the same as the Navy, Air Force, or Marines offer?

MORE .....	1
LESS .....	2
ABOUT THE SAME .....	3
REFUSED .....	-7
DON'T KNOW .....	-8

-----  
CATI CHECK #KA4: ROTATE ORDER OF SERVICES FOR KA-4



ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Army Attributes

Screen Name: KAP-4  
Variables: Ranges: Order #:  
PKAGIAR 1,2,-7,-8 355  
PKAGIAF 1,2,-7,-8 356  
PKAGINA 1,2,-7,-8 357  
PKAGIMA 1,2,-7,-8 358  
Sub-Population: Parents asked the knowledge questions  
[RANDROP EQ 3,5,6]

Screen Name: KA-5  
Variables: Ranges: Order #:  
PKAYEARS 0-25,-7,-8 359  
Sub-Population: Parents asked the knowledge questions  
[RANDROP EQ 3,5,6]

Screen Name: KA-6  
Variables: Ranges: Order #:  
PKADEP 1,2,-7,-8 360  
Sub-Population: Parents asked the knowledge questions  
[RANDROP EQ 3,5,6]

Screen Name: KA-8  
Variables: Ranges: Order #:  
PKARGJUN 1,2,-7,-8 361  
Sub-Population: Parents asked the knowledge questions  
[RANDROP EQ 3,5,6]

Screen Name: KA-9  
Variables: Ranges: Order #:  
PKARGHS 1,2,-7,-8 362  
Sub-Population: Parents who did not know that 17 year old high  
school juniors are eligible to join the Army  
Reserve or Army National Guard  
[PKARGJUN (KA-8) EQ 2,-7,-8]

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Army Attributes

KAP-4. Please tell me whether or not each of the following services offers the "GI Bill"?

	YES	NO	REF	DK
Army .....	1	2	-7	-8
Air Force .....	1	2	-7	-8
Navy .....	1	2	-7	-8
Marines .....	1	2	-7	-8

KA-5. What is the minimum number of years that a new recruit has to serve on active duty in the Army?

NUMBER OF YEARS .....	_____
REFUSED .....	-7
DON'T KNOW .....	-8

KA-6. Is it possible to sign up for the Army and actually start serving up to one year later?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

KA-8. Are 17 year old high school juniors eligible to join the Army Reserve or Army National Guard?

YES .....	1 (KA-10)
NO .....	2 (KA-9)
REFUSED .....	-7 (KA-9)
DON'T KNOW .....	-8 (KA-9)

KA-9. Is high school graduation required before joining Army Reserve or Army National Guard?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Army Attributes

-----  
Screen Name: KAP-10  
Variables: Ranges: Order #:  
PKAWARD 1-5,-7,-8 363  
Sub-Population: Parents asked the knowledge questions  
[RANDROP EQ 3,5,6]  
-----

-----  
Screen Name: KAP-11  
Variables: Ranges: Order #:  
PKARGCOL 1,2,-7,-8 364  
Sub-Population: Parents asked the knowledge questions  
[RANDROP EQ 3,5,6]  
-----

-----  
Screen Name: KAP-12  
Variables: Ranges: Order #:  
PKARGGI 1-7,-7,-8 365  
Sub-Population: Parents who knew that qualified people who  
join the Army Reserve or Army National Guard  
can receive money for college  
[PKARGCOL (KA-11) EQ 1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Army Attributes

KAP-10. Who sponsors the "Scholar-Athlete Award Program"?  
Is it the ...

Marine Corps, .....	1
National Guard, .....	2
Army Reserve, .....	3
Air Force, or .....	4
Navy? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

KAP-11. Can qualified people who join the Army Reserve or  
Army National Guard receive money for college?

YES .....	1 (KA-12)
NO .....	2 (DEMOGRAPHICS MODULE)
REFUSED .....	-7 (DEMOGRAPHICS MODULE)
DON'T KNOW .....	-8 (DEMOGRAPHICS MODULE)

KAP-12. What is the maximum amount of money for college that  
qualified people who join the Army Reserve or Army  
National Guard can receive under the "GI Bill"?

UNDER \$1,000 .....	1
\$1,000 TO \$1,999 .....	2
\$2,000 TO \$3,999 .....	3
\$4,000 TO \$5,999 .....	4
\$6,000 TO \$7,999 .....	5
\$8,000 TO \$9,999 .....	6
\$10,000 OR MORE .....	7
REFUSED .....	-7
DON'T KNOW .....	-8

[GO TO DEMOGRAPHICS MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Knowledge-Army Attributes

END OF KNOWLEDGE-ARMY ATTRIBUTES MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-2 (Jan, Feb, Mar 87)**

**Module: Knowledge - Army Attributes**

**Quarterly updates indicated by sidebar.**

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Army Attributes

-----  
Screen Name: KA-7  
Variables: Ranges: Order #:  
PKAEARN 1,2,-7,-8 351  
Sub-Population: Approximately half of parents given the  
main interview  
[RANDROP EQ 3,5,6]  
-----

-----  
Screen Name: KAP-1  
Variables: Ranges: Order #:  
PKAEDBEN 1-6,-7,-8 352  
Sub-Population: Parents who knew that it is possible to earn  
money for college by enlisting in the Army  
[PKAEARN (KA-7) EQ 1,-7,-8]  
-----

-----  
Screen Name: KAP-2  
Variables: Ranges: Order #:  
PKALLCOL 1,2,-7,-8 353  
Sub-Population: Parents who knew that it is possible to earn  
money for college by enlisting in the Army  
[PKAEARN (KA-7) EQ 1,-7,-8]  
-----

-----  
Screen Name: KAP-3  
Variables: Ranges: Order #:  
PKASAME 1,2,3,-7,-8 354  
Sub-Population: Parents who knew that it is possible to earn  
money for college by enlisting in the Army  
[PKAEARN (KA-7) EQ 1,-7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Army Attributes

KA-7. Is it possible to earn money for college by enlisting in the Army?

YES .....	1 (KA-1)
NO .....	2 (CATI CHECK #KA4)
REFUSED .....	-7 (KA-1)
DON'T KNOW .....	-8 (KA-1)

KAP-1. How much do you think a young (man/woman) can earn through Army education benefits for college?

[PROBE: This would be the total benefits a young (man/woman) could earn while in the Army.]

UNDER \$5,000 .....	1
\$5,000 TO \$9,999 .....	2
\$10,000 TO \$14,999 .....	3
\$15,000 TO \$19,999 .....	4
\$20,000 TO \$24,999 .....	5
\$25,000 OR MORE .....	6
REFUSED .....	-7
DON'T KNOW .....	-8

KAP-2. Do you think Army education benefits would pay for (YOUTH FIRST NAME)'s entire college education?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

KAP-3. Do you think Army education benefits are more, less or about the same as the Navy, Air Force, or Marines offer?

MORE .....	1
LESS .....	2
ABOUT THE SAME .....	3
REFUSED .....	-7
DON'T KNOW .....	-8

-----  
CATI CHECK #KA4: ROTATE ORDER OF SERVICES FOR KA-4  
-----



ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Army Attributes

-----  
Screen Name: KAP-4  
Variables: Ranges: Order #:  
PKAGIAR 1,2,-7,-8 355  
PKAGIAF 1,2,-7,-8 356  
PKAGINA 1,2,-7,-8 357  
PKAGIMA 1,2,-7,-8 358  
Sub-Population: Parents asked the knowledge questions  
[RANDROP EQ 3,5,6]  
-----

-----  
Screen Name: KA-5  
Variables: Ranges: Order #:  
PKAYEARS 0-25,-7,-8 359  
Sub-Population: Parents asked the knowledge questions  
RANDROP EQ 3,5,6]  
-----

-----  
Screen Name: KA-6 Change Code:  
Variables: Ranges: Order #: (87-2) W  
PKADEP 1,2,-7,-8 360  
Sub-Population: Parents asked the knowledge questions  
[RANDROP EQ 3,5,6]  
-----

-----  
Screen Name: KA-8  
Variables: Ranges: Order #:  
PKARGJUN 1,2,-7,-8 361  
Sub-Population: Parents asked the knowledge questions  
[RANDROP EQ 3,5,6]  
-----

-----  
Screen Name: KA-9  
Variables: Ranges: Order #:  
PKARGHS 1,2,-7,-8 362  
Sub-Population: Parents who did not know that 17 year old high  
school juniors are eligible to join the Army  
Reserve or Army National Guard  
[PKARGJUN (KA-8) EQ 2,-7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Army Attributes

KAP-4. Please tell me whether or not each of the following services offers the "GI Bill"?

	YES	NO	REF	DK
Army .....	1	2	-7	-8
Air Force .....	1	2	-7	-8
Navy .....	1	2	-7	-8
Marines .....	1	2	-7	-8

KA-5. What is the minimum number of years that a new recruit has to serve on active duty in the Army?

NUMBER OF YEARS .....	_____
REFUSED .....	-7
DON'T KNOW .....	-8

KA-6. Is it possible to sign up for the Army and start serving up to one year later?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

KA-8. Are 17 year old high school juniors eligible to join the Army Reserve or Army National Guard?

YES .....	1 (KA-10)
NO .....	2 (KA-9)
REFUSED .....	-7 (KA-9)
DON'T KNOW .....	-8 (KA-9)

KA-9. Is high school graduation required before joining Army Reserve or Army National Guard?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Army Attributes

-----  
Screen Name: KA-10  
Variables: Ranges: Order #:  
PKAWARD 1-5,-7,-8 363  
Sub-Population: Parents asked the knowledge questions  
[RANDROP EQ 3,5,6]  
-----

-----  
Screen Name: KA-11  
Variables: Ranges: Order #:  
PKARGCOL 1,2,-7,-8 364  
Sub-Population: Parents asked the knowledge questions  
[RANDROP EQ 3,5,6]  
-----

-----  
Screen Name: KA-12  
Variables: Ranges: Order #:  
PKARGGI 1-7,-7,-8 365  
Sub-Population: Parents who knew that qualified people who join  
the Army Reserve or Army National Guard can  
receive money for college  
[PKARGCOL (KA-11) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-2 (Jan, Feb, & Mar 87)  
 Module: Knowledge-Army Attributes

KA-10. Who sponsors the "Scholar-Athlete Award Program"?  
 Is it the...

Marine Corps, .....	1
National Guard, .....	2
Army Reserve, .....	3
Air Force, or .....	4
Navy? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

KA-11. Can qualified people who join the Army Reserve or  
 Army National Guard receive money for college?

YES .....	1 (KA-12)
NO .....	2 (DEMOGRAPHICS MODULE)
REFUSED .....	-7 (DEMOGRAPHICS MODULE)
DON'T KNOW .....	-8 (DEMOGRAPHICS MODULE)

KA-12. What is the maximum amount of money for college that  
 qualified people who join the Army Reserve or Army  
 National Guard can receive under the "GI Bill"?

UNDER \$1,000 .....	1
\$1,000 TO \$1,999 .....	2
\$2,000 TO \$3,999 .....	3
\$4,000 TO \$5,999 .....	4
\$6,000 TO \$7,999 .....	5
\$8,000 TO \$9,999 .....	6
\$10,000 OR MORE .....	7
REFUSED .....	-7
DON'T KNOW .....	-8

[GO TO DEMOGRAPHICS MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-2 (Jan, Feb, & Mar 87)  
Module: Knowledge-Army Attributes

END OF KNOWLEDGE-ARMY ATTRIBUTES MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-3 (Apr, May, Jun 87)**

**Module: Knowledge - Army Attributes**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**SUMMER 87 (Jul, Aug, Sep 87)**

**Module: Knowledge - Army Attributes**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**FALL 87 (Oct, Nov, Dec 87)**

**Module: Knowledge - Army Attributes**

**No updates this quarter.**



# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-1 (Oct, Nov, Dec 86)**

**Module: Demographics**

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Demographics

-----  
Screen Name: DE-1  
Variables: Ranges: Order #:  
PDDOBMM 1-12,-7,-8  
PDDOBDD 1-31,-7,-8,-1  
PDDOBY 366  
Sub-Population: Parents who gave birth month  
[PDDOBMM (DE-1) NE -7,-8]  
-----

-----  
Screen Name: DE-3  
Variables: Ranges: Order #:  
PDRACE 1-4,-7,-8 367  
Sub-Population: All parents  
-----

-----  
Screen Name: DE-4  
Variables: Ranges: Order #:  
PDHISP 1,2,-7,-8 368  
Sub-Population: All parents  
-----

-----  
Screen Name: DE-6  
Variables: Ranges: Order #:  
PDMARITL 1-5,-7,-8 369  
Sub-Population: All parents  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Demographics

DEINTRO1. Now I have some questions about your background.

DE-1. First, what is your birthdate?

MONTH \_\_\_\_\_ DAY \_\_\_\_\_ YEAR 19 \_\_\_\_\_

REFUSED ..... -7

DON'T KNOW ..... -8

DE-3. Please tell me whether you consider yourself...

White, ..... 1

Black, ..... 2

Asian or Pacific Islander, or ..... 3

American Indian, or Alaskan Native? ... 4

REFUSED ..... -7

DON'T KNOW ..... -8

DE-4. Are you of Hispanic background?

[INCLUDES SPANISH-AMERICAN, MEXICAN  
AMERICAN, CHICANO, CUBAN-AMERICAN]

YES ..... 1

NO ..... 2

REFUSED ..... -7

DON'T KNOW ..... -8

DE-6. What is your current marital status? Are you...

Single, ..... 1

Married, ..... 2

Separated, ..... 3

Divorced, or ..... 4

Widowed? ..... 5

REFUSED ..... -7

DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Demographics

-----  
Screen Name: DE-9  
Variables: Ranges: Order #:  
PEDLEV 07-25,-7,-8 370  
Sub-Population: All parents  
-----

-----  
Screen Name: DE-10  
Variables: Ranges: Order #:  
PEDDIP 1-5,-7,-8 371  
Sub-Population: Parents who have completed more than eleven  
grades of school  
[PEDLEV (DE-9) NE 7,8,9,10,11]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Demographics

DE-9. What is the highest grade or year of school or college that you have completed and received credit for?

LESS THAN 8TH GRADE .....	07 (DE-11)
8TH GRADE .....	08 (DE-11)
9TH GRADE .....	09 (DE-11)
10TH GRADE .....	10 (DE-11)
11TH GRADE .....	11 (DE-11)
12TH GRADE .....	12
1ST YEAR OF 4-YEAR COLLEGE (FR) .....	13
2ND YEAR OF 4-YEAR COLLEGE (SO) .....	14
3RD YEAR OF 4-YEAR COLLEGE (JR) .....	15
4TH YEAR OF 4-YEAR COLLEGE (SR) .....	16
5TH YEAR COLLEGE/1ST YEAR	
GRADUATE OR PROFESSIONAL SCHOOL ....	17
2ND YEAR GRADUATE OR PROFESSIONAL	
SCHOOL .....	18
3RD YEAR GRADUATE OR PROFESSIONAL	
SCHOOL .....	19
MORE THAN 3 YEARS GRADUATE/	
PROFESSIONAL SCHOOL .....	20
1ST YEAR OF JR. OR COMM. COL. ....	21
2ND YEAR OF JR. OR COMM. COL. ....	22
1ST YEAR OF VOC., BUS., OR	
TRADE SCHOOL .....	23
2ND YEAR OF VOC., BUS., OR	
TRADE SCHOOL .....	24
MORE THAN 2 YRS. OF VOC., BUS.,	
OR TRADE SCHOOL .....	25
REFUSED .....	-7
DON'T KNOW .....	-8

DE-10. Do you have a regular high school diploma, a GED, an ABE, or some other kind of certificate of high school completion?

REGULAR HIGH SCHOOL DIPLOMA .....	1
GED (GENERAL EDUCATIONAL	
DEVELOPMENT) .....	2
ABE (ADULT BASIC EDUCATION)	
CERTIFICATE (E.G., CORRESPONDENCE,	
NIGHT SCHOOL) .....	3
SOME OTHER KIND OF CERTIFICATE .....	4
NONE OF THE ABOVE .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Demographics

-----  
Screen Name: DE-11  
Variables: Ranges: Order #:  
PEMPCUR 1,2,3,-7,-8 372  
Sub-Population: All parents  
-----

-----  
Screen Name: DE-12  
Variables: Ranges: Order #:  
PEMPEVER 1,2,-7,-8 373  
Sub-Population: Parents who are not currently employed  
full-time  
[PEMPCUR (DE-11) NE 1]  
-----

-----  
Screen Name: DE-13  
Variables: Ranges: Order #:  
PEMPEASY 1-4,-7,-8 374  
Sub-Population: All parents  
-----

-----  
Screen Name: DE-29  
Variables: Ranges: Order #:  
PDINCOME 1-7,-7,-8 375  
Sub-Population: All parents  
-----

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Demographics

DE-11. Are you currently employed either full-time or part-time?

YES, FULL-TIME .....	1 (DE-13)
YES, PART-TIME .....	2 (DE-12)
NO .....	3 (DE-12)
REFUSED .....	-7 (DE-12)
DON'T KNOW .....	-8 (DE-12)

DE-12. Have you ever held a full-time job?

[MORE THAN 34 HOURS PER WEEK]

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

DE-13. How easy or difficult is it for someone  
(YOUTH FIRST NAME)'s age to get a full-time  
job in your community? Is it...

almost impossible, .....	1
very difficult, .....	2
somewhat difficult, or .....	3
not difficult at all? .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

DE-29. I am going to read you some income categories and ask you  
to choose the letter of the alphabet associated with the  
category that best describes your total family income for  
the year 1985. Include all sources of income in your  
response. Please tell me only the letter.

A-Less than \$5,000, .....	1
B-\$ 5,001 to \$10,000, .....	2
C-\$10,001 to \$20,000, .....	3
D-\$20,001 to \$30,000, .....	4
E-\$30,001 to \$40,000, .....	5
F-\$40,001 to \$50,000, or .....	6
G-\$50,001 and above? .....	7
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Demographics

-----  
Screen Name: DE-30  
Variables: Ranges: Order #:  
PDMILSER 1,2,-7,-8 376  
Sub-Population: All parents  
-----

-----  
Screen Name: DE-31  
Variables: Ranges: Order #:  
PDMILBMM 1-12,-7,-8 377  
Sub-Population: Parents who have ever served in the U.S.  
Armed Forces  
[PDMILSER (DE-30) EQ 1]  
-----

PDMILBYY 378  
Sub-Population: Parents who gave a month in which military  
service was begun  
[PDMILSER (DE-30) EQ 1 AND  
PDMILBMM (DE-31) NE -7,-8]  
-----

-----  
Screen Name: DE-32  
Variables: Ranges: Order #:  
PBMILNOW 1,2,-7,-8 379  
Sub-Population: Parents who have ever served in the U.S.  
Armed Forces  
[PDMILSER (DE-30) EQ 1]  
-----

-----  
Screen Name: DE-33  
Variables: Ranges: Order #:  
PDMILEMM 1-12,-7,-8 380  
Sub-Population: Parents who have ever served in the U.S.  
Armed Forces  
[PDMILSER (DE-30) EQ 1]  
-----

PDMILEYY 381  
Sub-Population: Parents who gave a month in which military  
service was ended  
[PDMILSER (DE-30) EQ 1 AND  
PDMILEMM (DE-33) NE -7,-8]  
-----



ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Demographics

DE-30. Have you ever served in the United States Armed Forces?

YES ..... 1 (DE-31)  
NO ..... 2 (TERMINATE)  
REFUSED ..... -7 (TERMINATE)  
DON'T KNOW ..... -8 (TERMINATE)

DE-31. What month and year did you begin military service?

MONTH \_\_\_\_\_ YEAR 19 \_\_\_\_\_

REFUSED ..... -7  
DON'T KNOW ..... -8

DE-32. Are you still in the Armed Forces?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

DE-33. What month and year will you finish serving in the Armed Forces?

MONTH \_\_\_\_\_ YEAR 19 \_\_\_\_\_

REFUSED ..... -7  
DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Demographics

-----  
Screen Name: DE-34  
Variables: Ranges: Order #:  
PDMILBR 1-5,-7,-8 383  
Sub-Population: Parents who have ever served in the U.S.  
Armed Forces  
[PDMILSER (DE-30) EQ 1]  
-----

-----  
Screen Name: DE-35  
Variables: Ranges: Order #:  
PDCOMP 1-4,-7,-8 384  
Sub-Population: Parents who have ever served in the U.S.Army  
[PDMILBR (DE-34) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-1 (Oct, Nov, & Dec 86)  
 Module: Demographics

DE-34. In which branch of the Armed Forces are you serving?

ARMY .....	1 (DE-35)
NAVY .....	2 (TERMINATE)
MARINES .....	3 (TERMINATE)
AIR FORCE .....	4 (TERMINATE)
COAST GUARD .....	5 (TERMINATE)
REFUSED .....	-7 (TERMINATE)
DON'T KNOW .....	-8 (TERMINATE)

DE-35. Were you part of the Reserve Officers Training Corps (ROTC), a National Guard unit or the Army Reserves?

YES, ROTC .....	1
YES, NATIONAL GUARD .....	2
YES, ARMY RESERVES .....	3
NO .....	4
REFUSED .....	-7
-DON'T KNOW .....	-8

TERM9. Let me remind you that the information you have given us is confidential and is protected under an act of Congress called the Privacy Act of 1974. This survey is for research purposes only and is authorized by law in Title 10 USC Sections 503 and 2358 and Executive Order 9397.

I have no further questions for you at this time, but would you please stay on the line for one moment while I check to see if I need to speak to anyone else in your household.

Thank you very much for your cooperation. Good bye.

ACOMS Annotated Questionnaire  
Quarter 87-1 (Oct, Nov, & Dec 86)  
Module: Demographics

END OF DEMOGRAPHICS MODULE

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-2 (Jan, Feb, Mar 87)**

**Module: Demographics**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**QUARTER 87-3 (Apr, May, Jun 87)**

**Module: Demographics**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**SUMMER 87 (Jul, Aug, Sep 87)**

**Module: Demographics**

**No updates this quarter.**

# **ACOMS ANNOTATED QUESTIONNAIRE**

**FALL 87 (Oct, Nov, Dec 87)**

**Module: Demographics**

**No updates this quarter.**



APPENDIX C. ALPHABETICAL VARIABLE LIST FOR THE  
ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT  
SYSTEM (ACOMS) PARENTAL SURVEY DATA

This appendix contains a list of all variables included in the parental questionnaire data set. They are listed in alphabetical order. For additional information about the variables see the Annotated Questionnaire (Appendix B) and the ACOMS Codebook (Appendix E).

Variable name. The variable names also appear in the Annotated Questionnaire (Appendix B) and the ACOMS Codebook (Appendix E). Variable names have been designed so that they identify the respondent and describe briefly the variable content. Many variable names begin with the letter "Y" or "P." The letter "Y" indicates youth respondents while the letter "P" indicates parental respondents. The remainder of the variable name represents the essence of the variable's contents. For example, the variable "PTVWATCH" contains a code for whether or not the parent watches TV.

Order number. The order number corresponds to the order of the variable on the SAS data file. Variables are sorted by questionnaire module, and by order of administration or calculation within modules for the first quarter of data collection. Variables added in later quarters are appended to the end of the codebook and the SAS data file.

Variable type. Each variable has an associated variable type. The type can be either numeric or character. In general, variables upon which calculations will be performed are numeric variables. Variables which will not be subject to calculation are character variables. For example, ADI code is a character variable since a "Mean ADI" has no analytic meaning. Most variables coded from interview responses have a numeric type.

Variable length. The variable length is a number describing how many positions the values of that variable occupy on the data record.

Format. The variable format indicates whether a standard format has been used. Standard formats are used to associate value labels, variable types, and variable lengths for many variables at one time. For example, many variables have "YES" and "NO" as their primary response codes. The format "YESNO" provides value labels, variable types, and variable lengths for all variables for which responses consist primarily of "YES" and "NO."

Variable label. Variable labels contain descriptive information about the contents and origin of the values within the associated variable. Survey response variables always contain the name of the screen from which the variable is coded. The remainder of the label is a description of the key concepts contained in the question.

ACOMS PARNMAIN VARIABLE LIST FOR OCTOBER 86 TO DECEMBER 87  
FINAL PERMANENT DOCUMENTATION

VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
BRIGADE	16	NUM	2	ROGTBDE	USAREC RECRUITING BRIGADE
CASEID	1	CHAR	8	%CHAR	HOUSEHOLD ID NUMBER
CNTYFIPS	19	CHAR	3	%CHAR	HH COUNTY FIPS CODE
DEP33CHK	382	NUM	2	CCHECK	CONST CHECK: DE31, DE32 AND DE33 DATES
ECALCAGE	13	NUM	3		SC9 CALCULATED AGE FROM DATE OF BIRTH
ESEX	20	NUM	2	SEX	SEX OF ENUMERATED YOUTH
HHSTATE	18	CHAR	2	%STATE	HH STATE POSTAL CODE
HIWGT	450	NUM	8		ESTIMATED PROB. AFQT CAT. I-IIIA
IMPEDUCP	22	NUM	2	PAREduc	IMPUTED EDUCATION OF PARENT
LOWGT	451	NUM	8		ESTIMATED PROB. AFQT CAT. IIIB-V
MARKFLG	10	NUM	2	MARKFLGF	RECRUITING MARKET FLAG
MHP29CHK	143	NUM	2	CCHECK	CONST CHECK: MH28 & MH29 HOURS
MHP2CHK1	102	NUM	2	CCHECK	CONST CHECK: MH1 = 1 & MH2 = 0 HOURS
MHP2CHK2	103	NUM	2	CCHECK	CONST CHECK: MH2 > 168 HOURS
MHPCHK	159	NUM	2	CCHECK	CONST CHECK: TOTAL HOURS IN MHP > 168
MP17CHK1	126	NUM	2	CCHECK	CONST CHECK: MH16 = 1 & MH17 = 0 HOURS
MP17CHK2	127	NUM	2	CCHECK	CONST CHECK: MH17 > 168 HOURS
PACASHED	229	NUM	2	AGREEW	PE1 GET MONEY FOR EDUCATION: ARMY
PACIVCAR	222	NUM	2	AGREEW	PE1 CIVILIAN CAREER DEVELOP: ARMY
PADARBIL	200	NUM	2	YESNO	KR14 RECALLS ARMY AD ON BILLBOARDS
PADARMAG	198	NUM	2	YESNO	KR14 RECALLS ARMY AD IN MAGAZINES
PADARMAL	201	NUM	2	YESNO	KR14 RECALLS ARMY AD IN MAIL
PADAROTH	205	NUM	2	YADOTH	KR14 RECALLS ARMY AD SOMEWHERE ELSE
PADARPAM	203	NUM	2	YESNO	KR14 RECALLS ARMY AD IN PAMPHLETS
PADARPAP	199	NUM	2	YESNO	KR14 RECALLS ARMY AD IN NEWSPAPERS
PADARPOS	202	NUM	2	YESNO	KR14 RECALLS ARMY AD ON POSTERS
PADARRAD	197	NUM	2	YESNO	KR14 RECALLS ARMY AD ON RADIO
PADARTV	196	NUM	2	YESNO	KR14 AIDED AD RECALL ARMY AD ON TV
PADARYEL	204	NUM	2	YESNO	KR14 RECALLS ARMY AD IN YELLOW PAGES
PAHIQUAL	228	NUM	2	AGREEW	PE1 HIGHLY TRAINED COWORKERS: ARMY
PAHITECH	221	NUM	2	AGREEW	PE1 USE HIGH-TECH EQUIPMENT: ARMY
PAIDAF	187	NUM	2	YESNO	KR6 AIDED AD RECALL FOR AIR FORCE
PAIDALL	195	NUM	2	YESNO	KR13 AIDED AD RECALL FOR ALL SERVICES
PAIDANG	190	NUM	2	YESNO	KR8 AIDED AD RECALL FOR ARMY NAT GUARD
PAIDAR	188	NUM	2	YESNO	KR6 AIDED AD RECALL FOR ARMY
PAIDARO	189	NUM	2	YESNO	KR7 AIDED AD RECALL FOR ARMY ROTC
PAIDARV	191	NUM	2	YESNO	KR9 AIDED AD RECALL FOR ARMY RESERVE
PAIDCG	192	NUM	2	YESNO	KR10 AIDED AD RECALL FOR COAST GUARD
PAIDMC	193	NUM	2	YESNO	KR11 AIDED AD RECALL FOR MARINE CORPS
PAIDNA	194	NUM	2	YESNO	KR12 AIDED AD RECALL FOR NAVY
PALEADER	220	NUM	2	AGREEW	PE1 DEVELOP LEADERSHIP SKILLS: ARMY
PAMATURE	226	NUM	2	AGREEW	PE1 MATURE AND RESPONSIBLE: ARMY
PAMENTAL	225	NUM	2	AGREEW	PE1 MENTALLY CHALLENGING: ARMY
PANELPEY	12	NUM	2	PEPANEL	YOUTH SAMPLE SUBGROUP FOR ANALYSIS
PAPHYS	217	NUM	2	AGREEW	PE1 PHYSICALLY CHALLENGING: ARMY
PAPOTEN	224	NUM	2	AGREEW	PE1 DEVELOP POTENTIAL: ARMY
PAPROUD	218	NUM	2	AGREEW	PE1 EXPERIENCE TO BE PROUD OF: ARMY
PARENTED	21	NUM	2	PAREduc	EDUCATION OF PARENT, FROM YOUTH RECORD
PARNNUM	3	CHAR	2	%CHAR	PARENTAL ID NUMBER FOR BASH SEGMENT
PARNWGT	24	NUM	8		PARENT FINAL ADJUSTED WEIGHT
PASELCON	223	NUM	2	AGREEW	PE1 DEVELOP SELF-CONFIDENCE: ARMY
PASTEP	219	NUM	2	AGREEW	PE1 STEPPING STONE TO COLLEGE: ARMY
PATADBEL	209	NUM	2	PRATEAD	AT2 HOW MUCH PARENT BELIEVES ARMY ADS
PATADLIK	208	NUM	2	YRATEAD	AT1 HOW MUCH PARENT LIKED ARMY ADS

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PATRAIN	227	NUM	2	AGREEW	PE1 TRAINING IN USEFUL SKILLS: ARMY
PAWIDE	216	NUM	2	AGREEW	PE1 WIDE VARIETY OF JOBS: ARMY
PBASWGHT	23	NUM	8		PARENT BASE WEIGHT
PCCIVCAR	331	NUM	2	AGREEW	PE8 CIVILIAN CAREER DEVELOP: COLLEGE
PCHIQUAL	336	NUM	2	AGREEW	PE8 HIGHLY TRAINED COWORKERS: COLLEGE
PCLEADER	330	NUM	2	AGREEW	PE8 DEVELOP LEADERSHIP SKILLS: COLLEGE
PCMATURE	335	NUM	2	AGREEW	PE8 MATURE AND RESPONSIBLE: COLLEGE
PCMENTAL	334	NUM	2	AGREEW	PE8 MENTALLY CHALLENGING: COLLEGE
PCPOTEN	333	NUM	2	AGREEW	PE8 DEVELOP POTENTIAL: COLLEGE
PCPROUD	329	NUM	2	AGREEW	PE8 EXPERIENCE TO BE PROUD OF: COLLEGE
PCSELCON	332	NUM	2	AGREEW	PE8 DEVELOP SELF-CONFIDENCE: COLLEGE
PDCOMP	384	NUM	2	PDCOMP	DE35 WAS PARENT IN ROTC, GUARD, RESERVE
PDDOBY	366	NUM	2		DE1 YEAR PARENT WAS BORN
PDHISP	368	NUM	2	YESNO	DE4 PARENT OF HISPANIC BACKGROUND
PDINCOME	375	NUM	2	PINCOME	DE29 INCOME OF PARENT
PDMARITL	369	NUM	2	MARSTAT	DE6 MARITAL STATUS OF PARENT
PDMLBMM	377	NUM	2	DOBMMTH	DE31 MONTH PARENT BEGAN MILITARY SERVICE
PDMLBR	383	NUM	2	PDMLBR	DE34 BRANCH OF SERVICE PARENT WAS IN
PDMLBY	378	NUM	2		DE31 YEAR PARENT BEGAN MILITARY SERVICE
PDMLEMM	380	NUM	2	DOBMMTH	DE33 MONTH PARENT FINISHED ARMED FORCES
PDMLEYY	381	NUM	2		DE33 YEAR PARENT FINISHED ARMED FORCES
PDMLNDW	379	NUM	2	YESNO	DE32 'S PARENT STILL IN ARMED FORCES
PDMLSER	376	NUM	2	YESNO	DE30 HAS PARENT SERVED IN ARMED FORCES
PDRACE	367	NUM	2	RACE	DE3 RACE OF PARENT
PEDDIP	371	NUM	2	YHSDIPL	DE10 KIND OF HIGH SCHOOL DIPLOMA P HAS
PEDLEV	370	NUM	2	YEDLEV	DE9 PARENT'S HIGHEST LEVEL OF EDUCATION
PEMPCUR	372	NUM	2	PEMPCUR	DE11 IS PARENT EMPLOYED
PEMPEASY	374	NUM	2	YEMPLOY	DE13 DIFFICULTY OF Y FINDING JOB FROM P
PEMPEVER	373	NUM	2	YESNO	DE12 PARENT EVER EMPLOYED FULL TIME
PFASFLG	9	NUM	2	PFASFLGF	PRIMARY FEMALE ANALYTIC SAMPLE FLAG
PFCASHED	314	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: AIR FORCE
PFCIVCAR	286	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: AIR FORCE
PFHIQUAL	309	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: AIR FORCE
PFHITECH	282	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: AIR FORCE
PFLEADER	278	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: AIR FORCE
PFMATURE	302	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: AIR FORCE
PFMENTAL	298	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: AIR FORCE
PFPHYS	266	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: AIR FORCE
PFPTEN	294	NUM	2	AGREEW	PE6 DEVELOP POTENTIAL: AIR FORCE
PFPROUD	270	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: AIR FORCE
PFSELCON	290	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: AIR FORCE
PFSTEP	274	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: AIR FORCE
PFTRAIN	306	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: AIR FORCE
PFWIDE	262	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: AIR FORCE
PGCASHED	256	NUM	2	AGREEW	PE5 GET MONEY FOR EDUCATION: GUARD
PGCIVCAR	249	NUM	2	AGREEW	PE5 CIVILIAN CAREER DEVELOP: GUARD
PGHIQUAL	255	NUM	2	AGREEW	PE5 HIGHLY TRAINED COWORKERS: GUARD
PGHOME	257	NUM	2	AGREEW	PE5 SERVE AMERICA IN HOMETOWN: GUARD
PGLEADER	248	NUM	2	AGREEW	PE5 DEVELOP LEADERSHIP SKILLS: GUARD
PGMATURE	253	NUM	2	AGREEW	PE5 MATURE AND RESPONSIBLE: GUARD
PGMENTAL	252	NUM	2	AGREEW	PE5 MENTALLY CHALLENGING: GUARD
PGPOTEN	251	NUM	2	AGREEW	PE5 DEVELOP POTENTIAL: GUARD
PGPROUD	247	NUM	2	AGREEW	PE5 EXPERIENCE TO BE PROUD OF: GUARD
PGSELCON	250	NUM	2	AGREEW	PE5 DEVELOP SELF-CONFIDENCE: GUARD

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VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
PGSERCOM	258	NUM	2	AGREEW	PES SERVE OWN COMMUNITY: GUARD
PGSERPAR	393	NUM	2	AGREEW	PES PART-TIME WORK: GUARD
PGTRAIN	254	NUM	2	AGREEW	PES TRAINING IN USEFUL SKILLS: GUARD
PGWEEKEN	259	NUM	2	AGREEW	PES INTERESTING WEEKENDS: GUARD
PGWIDE	246	NUM	2	AGREEW	PES WIDE VARIETY OF JOBS: GUARD
PHEARDAR	230	NUM	2	YESNO	PE1A P EVER HEARD OF ARMY RESERVE
PHEARDNG	245	NUM	2	YESNO	PE4A P EVER HEARD OF ARMY NATIONAL GUARD
PHEARDRO	341	NUM	2	YESNO	PE15A P EVER HEARD OF ROTC AT COLLEGE
PI11CHK	59	NUM	2	CHECK	CONST. CHECK: PI10, PI11
PICASHED	83	NUM	2	RANGIMP	IAP2 IMP OF EARNING MONEY FOR EDUCATION
PICIVCAR	91	NUM	2	RANGIMP	IAP2 IMP OF HELPING CIVILIAN CAREER DEV
PICNTRY	86	NUM	2	RANGIMP	IAP2 IMP OF SERVING COUNTRY
PIEXPRAN	79	NUM	2	PEXPECT	PI26 P EXPECT Y TO BE OFFICER/ENLISTED
PIHIGUAL	82	NUM	2	RANGIMP	IAP2 IMP OF HIGHLY TRAINED COWORKERS
PIHITECH	88	NUM	2	RANGIMP	IAP2 IMP OF WORKING WITH HI-TECH EQUIP
PIHOME	94	NUM	2	RANGIMP	IAP2 IMP OF STAYING IN OWN HOMETOWN
PIINNOV	97	NUM	2	RANGIMP	IAP2 IMP OF USING OWN JUDGMENT
PILEADER	87	NUM	2	RANGIMP	IAP2 IMP OF DEVELOPING LEADERSHIP SKILLS
PILIKEDO	53	NUM	2	PILIKEDO	PI7 WHAT P WANTS Y TO DO IN FUTURE
PILIKEDS	54	CHAR	30	\$CHAR	PI7 WHAT P WANTS Y TO DO - OTHER SPECIFY
PIMATURE	96	NUM	2	RANGIMP	IAP2 IMP OF BECOMING MATURE/RESPONSIBLE
PIMENMIL	55	NUM	2	PIOPIN	PI8 SHOULD YOUNG MEN SERVE IN MILITARY
PIMENTAL	98	NUM	2	RANGIMP	IAP2 IMP OF HAVING MENTAL CHALLENGE
PIILOPN	69	NUM	2	PMILOPN	PI17 P ENCOURAGE/DISCUSS Y TO ENLIST
PIINFIL	70	NUM	2	PIPLAN	PI18 P SELF-REP INFLUENCE Y ENLIST PLANS
PIINFPLAN	52	NUM	2	PIPLAN	PI6 P SELF-REP INFLUENCE Y FUTURE PLANS
PIOFTMIL	58	NUM	2	PIFREQ	PI11 FREQ OF P TALK TO Y ABOUT ENLISTING
PIOFTPLN	50	NUM	2	PIFREQ	PI2 FREQ OF P TALKS W/ Y ABOUT PLANS
PIPHYS	80	NUM	2	RANGIMP	IAP2 IMP OF HAVING PHYSICAL CHALLENGE
PIPOIADS	71	NUM	2	YESNO	PI19 DID P POINT OUT SERVICE ADS TO Y
PIPTEN	90	NUM	2	RANGIMP	IAP2 IMP OF DEVELOPING POTENTIAL
PIPRBMIL	78	NUM	2	PPRBMIL	PI25 P BELIEVE Y WILL/WON'T ENLIST
PIPROUD	89	NUM	2	RANGIMP	IAP2 IMP OF EXPERIENCES TO BE PROUD OF
PIRCHAIL	77	NUM	2	YESNO	PI23 RECEIVE MILITARY RECRUITING MAIL
PIRECAF	75	NUM	2	YESNO	PI22 P SUGGEST Y SEE AIR FORCE RECRUITER
PIRECAR	73	NUM	2	YESNO	PI22 P SUGGEST Y SEE ARMY RECRUITER
PIRECMA	76	NUM	2	YESNO	PI22 P SUGGEST Y SEE MARINE RECRUITER
PIRECNA	74	NUM	2	YESNO	PI22 P SUGGEST Y SEE NAVY RECRUITER
PISELCON	85	NUM	2	RANGIMP	IAP2 IMP OF DEVELOPING SELF-CONFIDENCE
PISERCOM	92	NUM	2	RANGIMP	IAP2 IMP OF COMMUNITY SERVICE
PISERPAR	386	NUM	2	RANGIMP	IA IMP OF WORKING PART-TIME
PISTEP	95	NUM	2	RANGIMP	IAP2 IMP OF STEPPING FROM HS TO COLLEGE
PISUGREC	72	NUM	2	YESNO	PI21 P SUGGEST Y SEE MILITARY RECRUITER
PITLKACT	66	NUM	2	YESNO	PI16 P TALKED TO Y ABOUT ACTIVE DUTY
PITLKAF	63	NUM	2	YESNO	PI15 SERVICE DISCUSSED WAS AIR FORCE
PITLKALL	65	NUM	2	YESNO	PI15 SERVICE DISCUSSED WAS ALL SERVICES
PITLKAR	61	NUM	2	YESNO	PI15 SERVICE DISCUSSED WAS ARMY
PITLKMC	64	NUM	2	YESNO	PI15 SERVICE DISCUSSED WAS MARINE CORPS
PITLKMIL	57	NUM	2	YESNO	PI10 HAS P TALKED TO Y ABOUT ENLISTING
PITLKNA	62	NUM	2	YESNO	PI15 SERVICE DISCUSSED WAS NAVY
PITLKNG	68	NUM	2	YESNO	PI16 P TALKED TO Y ABOUT NATIONAL GUARD
PITLKOPN	51	NUM	2	PTLKOPN	PI5 DOES P GIVE OPINION DURING TALK W/ Y
PITLKRRN	60	NUM	2	PIOFFIC	PI14 DISCUSSED Y AS OFFICER OR ENLISTED
PITLKRV	67	NUM	2	YESNO	PI16 P TALKED TO Y ABOUT RESERVE

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PITRAIN	84	NUM	2	RANGIMP	IAP2 IMP OF TRAINING IN USEFUL SKILLS
PIWEEKEN	93	NUM	2	RANGIMP	IAP2 IMP OF WEEKEND EXCITEMENT
PIWIDE	385	NUM	2	RANGIMP	IA IMP OF OPPORT TO FIND A JOB
PIWOMMIL	56	NUM	2	PIOPIN	PI9 SHOULD YOUNG WOMEN SERVE IN MILITARY
PKADEP	360	NUM	2	YKADEP	KA6 CAN Y JOIN ARMY DEP & ENTER YR LATER
PKAEARN	351	NUM	2	YKAEARN	KA7 EARN MONEY FOR COLLEGE IN ARMY
PKAEDBEN	352	NUM	2	YKABEN	KA1 AMOUNT OF ARMY EDUCATION BENEFITS
PKAGIAF	356	NUM	2	YKAGIAF	KA4 DOES AIR FORCE OFFER GI BILL
PKAGIAR	355	NUM	2	YKAGIAR	KA4 DOES ARMY OFFER GI BILL
PKAGIMA	358	NUM	2	YKAGIMA	KA4 DOES MARINE CORPS OFFER GI BILL
PKAGINA	357	NUM	2	YKAGINA	KA4 DOES NAVY OFFER GI BILL
PKALLCOL	353	NUM	2	YKALCOL	KA2 WOULD ARMY PAY FOR ENTIRE COLLEGE ED
PKARGCOL	364	NUM	2	YKACOL	KA11 EARN COLLEGE MONEY IN RESERVE/GUARD
PKARGGI	365	NUM	2	YKARGGI	KA12 MAX GI BILL AMOUNT IN RESERVE/GUARD
PKARGHS	362	NUM	2	YKARGHS	KA9 CAN ONLY HS GRADS JOIN RESERVE/GUARD
PKARGJUN	361	NUM	2	YKAJOIN	KA8 CAN HS JRS AGE 17 JOIN RESERVE/GUARD
PKASAME	354	NUM	2	YKASAME	KA3 COMPAR ARMY EDUC BEN TO OTH BRANCHES
PKAWARD	363	NUM	2	YKAWARD	KA10 WHO SPONSORS SCHOLAR-ATHLETE AWARD
PKAYEARS	359	NUM	2		KA5 MINIMUM ARMY ENLISTMENT
PKRMSGAR	206	NUM	2	YKVERB	STATUS OF KR VERBATIM RESPONSE: ARMY
PKRMSGOT	207	NUM	2	YKVERB	STATUS OF KR VERBATIM RESPONSE: NON-ARMY
PKRNGAF	177	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR AIR FORCE
PKRNGAR	178	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR ARMY
PKRNGCG	181	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR COAST GUARD
PKRNGMC	180	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR MARINES
PKRNGNA	179	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR NAVY
PKRRDAF	172	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR AIR FORCE
PKRRDAR	173	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR ARMY
PKRRDCG	176	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR COAST GUARD
PKRRDMC	175	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR MARINES
PKRRDNA	174	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR NAVY
PKRRVAF	182	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR AIR FORCE
PKRRVAR	183	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR ARMY
PKRRVCG	186	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR COAST GUARD
PKRRVMC	185	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR MARINES
PKRRVNA	184	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR NAVY
PMAG1	152	NUM	3	MAGFMT	MH32 MAGAZINE #1 READ ON REGULAR BASIS
PMAG2	153	NUM	3	MAGFMT	MH32 MAGAZINE #2 READ ON REGULAR BASIS
PMAG3	154	NUM	3	MAGFMT	MH32 MAGAZINE #3 READ ON REGULAR BASIS
PMAG4	155	NUM	3	MAGFMT	MH32 MAGAZINE #4 READ ON REGULAR BASIS
PMAG5	156	NUM	3	MAGFMT	MH32 MAGAZINE #5 READ ON REGULAR BASIS
PMAG6	157	NUM	3	MAGFMT	MH32 MAGAZINE #6 READ ON A REGULAR BASIS
PMAGHOUR	158	NUM	3		MH33 HOURS PER WEEK READING MAGAZINES
PMAGREAD	151	NUM	2	YESNO	MH31 DOES PARENT READ MAGAZINES
PMINDAT	6	CHAR	6	\$CHAR	DATE OF PARENT INTERVIEW
PMASFLG	8	NUM	2	PMASFLGF	PRIMARY MALE ANALYTIC SAMPLE FLAG
PMCASHED	313	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: MARINES
PMCIVCAR	285	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: MARINES
PMHIQUAL	311	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: MARINES
PMHITECH	281	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: MARINES
PMLEADER	277	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: MARINES
PMMATURE	301	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: MARINES
PMMENTAL	297	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: MARINES
PMPHYS	265	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: MARINES

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PMPTEN	293	NUM	2	AGREEW	PE6 DEVELOP POTENTIAL: MARINES
PMPROUD	269	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: MARINES
PMSELCON	289	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: MARINES
PMSTEP	273	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: MARINES
PMTRAIN	305	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: MARINES
PMWIDE	261	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: MARINES
PNCASHED	312	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: NAVY
PNCIVCAR	284	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: NAVY
PNHIGUAL	308	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: NAVY
PNHITECH	280	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: NAVY
PNLEADER	276	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: NAVY
PNMATURE	300	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: NAVY
PNMENTAL	296	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: NAVY
PNPHYS	264	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: NAVY
PNPOTEN	292	NUM	2	AGREEW	PE6 DEVELOP POTENTIAL: NAVY
PNPROUD	268	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: NAVY
PNSELCON	288	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: NAVY
PNSTEP	272	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: NAVY
PNTRAIN	304	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: NAVY
PNWIDE	260	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: NAVY
POINNOV	349	NUM	2	AGREEW	PE3 INNOVATIVE/CREATIVE: OFFICER
POPROUD	347	NUM	2	AGREEW	PE3 EXPERIENCE TO BE PROUD OF: OFFICER
POUSECOL	348	NUM	2	AGREEW	PE3 USE COLLEGE SKILLS: OFFICER
POWIDE	346	NUM	2	AGREEW	PE3 WIDE VARIETY OF JOBS: OFFICER
PPAPCLAS	150	NUM	2	YESNO	MH30 DOES PARENT READ CLASSIFIED
PPAPCOM	145	NUM	2	YESNO	MH30 DOES PARENT READ COMICS
PPAPFOOD	148	NUM	2	YESNO	MH30 DOES PARENT READ FOOD SECTION
PPAPHOUR	142	NUM	3		MH29 HOURS PER WEEK READING NEWSPAPER
PPAPLOC	147	NUM	2	YESNO	MH30 DOES PARENT READ LOCAL SECTION
PPAPNEWS	146	NUM	2	YESNO	MH30 DOES PARENT READ NEWS SECTION
PPAPREAD	141	NUM	2	YPAPREA	MH28 HOW OFTEN DOES P READ NEWSPAPER
PPAPSPOR	144	NUM	2	YESNO	MH30 DOES PARENT READ SPORTS
PPAPSTYL	149	NUM	2	YESNO	MH30 DOES PARENT READ LIFESTYLE SECTION
PPECOL	339	NUM	2	PROPANS	PE14 ARMY % PAST YEAR TO FINISH COLLEGE
PPEDIP	337	NUM	2	PROPANS	PE12 ARMY % PAST YEAR HIGH SCHOOL GRADS
PPEGRADE	338	NUM	2	PEGRADE	PE13 ARMY % PAST YEAR UPPER HALF IQ
PPESIM	340	NUM	2	YESNO	PE15 ARE MANY YOUNG PEOPLE JOINING ARMY
PRADCLAS	129	NUM	2	YESNO	MH26 DOES PARENT LISTEN CLASSICAL MUSIC
PRADCW	131	NUM	2	YESNO	MH26 DOES PARENT LISTEN COUNTRY MUSIC
FRADEASY	135	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO EASY MUSIC
PRADHRAM	124	NUM	3		MH17 HOW MANY HOURS PER WEEK AM RADIO
PRADHRFM	125	NUM	3		MH17 HOW MANY HOURS PER WEEK FM RADIO
PRADLIS	123	NUM	2	YESNO	MH16 DOES PARENT LISTEN TO THE RADIO
PRADNEWS	128	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO NEWS
PRADPOP	130	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO POP MUSIC
PRADROCK	134	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO ROCK MUSIC
PRADSH1	136	NUM	2	YESNO	MH27 DOES P LISTEN TO AMERICAN TOP 40
PRADSH2	137	NUM	2	YESNO	MH27 DOES P LISTEN TO KING BISCUIT HOUR
PRADSH3	138	NUM	2	YESNO	MH27 DOES P LISTEN TO RICK DEES' TOP 40
PRADSH4	139	NUM	2	YESNO	MH27 DOES P LISTEN TO METALSHOP
PRADSH5	140	NUM	2	YESNO	MH27 DOES P LISTEN TO ROCKLINE
PRADSPOR	132	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO SPORTS
PRADTALK	133	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO TALK SHOWS
PRELECT	344	NUM	2	AGREEW	PE2 COLLEGE ELECTIVE W/COURSES: ROTC

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PREPL1	394	NUM	8		REPLICATE WEIGHT 1
PREPL10	403	NUM	8		REPLICATE WEIGHT 10
PREPL11	404	NUM	8		REPLICATE WEIGHT 11
PREPL12	405	NUM	8		REPLICATE WEIGHT 12
PREPL13	406	NUM	8		REPLICATE WEIGHT 13
PREPL14	407	NUM	8		REPLICATE WEIGHT 14
PREPL15	408	NUM	8		REPLICATE WEIGHT 15
PREPL16	409	NUM	8		REPLICATE WEIGHT 16
PREPL17	410	NUM	8		REPLICATE WEIGHT 17
PREPL18	411	NUM	8		REPLICATE WEIGHT 18
PREPL19	412	NUM	8		REPLICATE WEIGHT 19
PREPL2	395	NUM	8		REPLICATE WEIGHT 2
PREPL20	413	NUM	8		REPLICATE WEIGHT 20
PREPL21	414	NUM	8		REPLICATE WEIGHT 21
PREPL22	415	NUM	8		REPLICATE WEIGHT 22
PREPL23	416	NUM	8		REPLICATE WEIGHT 23
PREPL24	417	NUM	8		REPLICATE WEIGHT 24
PREPL25	418	NUM	8		REPLICATE WEIGHT 25
PREPL26	419	NUM	8		REPLICATE WEIGHT 26
PREPL27	420	NUM	8		REPLICATE WEIGHT 27
PREPL28	421	NUM	8		REPLICATE WEIGHT 28
PREPL29	422	NUM	8		REPLICATE WEIGHT 29
PREPL3	396	NUM	8		REPLICATE WEIGHT 3
PREPL30	423	NUM	8		REPLICATE WEIGHT 30
PREPL31	424	NUM	8		REPLICATE WEIGHT 31
PREPL32	425	NUM	8		REPLICATE WEIGHT 32
PREPL4	397	NUM	8		REPLICATE WEIGHT 4
PREPL5	398	NUM	8		REPLICATE WEIGHT 5
PREPL6	399	NUM	8		REPLICATE WEIGHT 6
PREPL7	400	NUM	8		REPLICATE WEIGHT 7
PREPL8	401	NUM	8		REPLICATE WEIGHT 8
PREPL9	402	NUM	8		REPLICATE WEIGHT 9
PRLEADER	342	NUM	2	AGREEW	PE2 LEADERSHIP/MANAGEMENT TRAINING: ROTC
PROFFCOM	345	NUM	2	AGREEW	PE2 AN OFFICER'S COMMISSION: ROTC
PRSELCON	343	NUM	2	AGREEW	PE2 DEVELOP SELF-CONFIDENCE: ROTC
PSCASHED	315	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: MILITARY
PSCIVCAR	287	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: MILITARY
PSEXSAMP	15	NUM	2	PSEXSMP	WHICH PARENT TO INTERVIEW FROM THIS HH
PSHIGUAL	310	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: MILITARY
PSHITECH	283	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: MILITARY
PSLEADER	279	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: MILITARY
PSMATURE	303	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: MILITARY
PSMENTAL	299	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: MILITARY
PSPHYS	267	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: MILITARY
PSPOTEN	295	NUM	2	AGREEW	PE6 DEVELOP POTENTIAL: MILITARY
PSPROUD	271	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: MILITARY
PSSELCON	291	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: MILITARY
PSSTEP	275	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: MILITARY
PSTRAIN	307	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: MILITARY
PSWIDE	263	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: MILITARY
PTVCAB1	104	NUM	2	YESNO	HH11 DOES PARENT WATCH MTV
PTVCAB2	105	NUM	2	YESNO	HH11 DOES PARENT WATCH NASHVILLE NETWORK
PTVCAB3	106	NUM	2	YESNO	HH11 DOES PARENT WATCH ESPN (SPORTS)
PTVCAB4	107	NUM	2	YESNO	HH11 DOES PARENT WATCH WTBS (SYNDICATED)

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VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
PTVCAB5	108	NUM	2	YESNO	MH11 DOES P WATCH BLACK ENTERTAINMENT TV
PTVCOMDY	113	NUM	2	YESNO	MH12 DOES PARENT VIEW SITCOMS
PTVDRAHA	111	NUM	2	YESNO	MH12 DOES PARENT VIEW GENERAL DRAMA
PTVHRCAB	101	NUM	3		MH2 HRS PER WEEK WATCH CERTAIN CABLE TV
PTVHRRREG	100	NUM	3		MH2 HRS PER WEEK WATCH NETWORK TV
PTVMOVIE	114	NUM	2	YESNO	MH12 DOES PARENT VIEW TV MOVIES
PTVMUSIC	112	NUM	2	YESNO	MH12 DOES PARENT VIEW MUSIC/VIDEOS
PTVMYS	110	NUM	2	YESNO	MH12 DOES PARENT VIEW MYSTERIES
PTVSH1	116	NUM	2	YESNO	MH13 DOES PARENT WATCH DAVID LETTERMAN
PTVSH2	117	NUM	2	YESNO	MH13 DOES P WATCH FRIDAY NIGHT VIDEOS
PTVSH3	118	NUM	2	YESNO	MH13 DOES P WATCH MONDAY NIGHT FOOTBALL
PTVSH4	119	NUM	2	YESNO	MH13 DOES P WATCH COLLEGE FOOTBALL
PTVSH5	120	NUM	2	YESNO	MH13 DOES P WATCH SUNDAY NIGHT MOVIES
PTVSH6	452	NUM	2	YESNO	MH13 DOES P WATCH TOUR OF DUTY
PTVSPORT	109	NUM	2	YESNO	MH12 DOES PARENT VIEW SPORTS
PTVTALK	115	NUM	2	YESNO	MH12 DOES PARENT VIEW TV TALK SHOWS
PTVWATCH	99	NUM	2	YESNO	MH1 PARENT REGULARLY WATCHES TV
PUN12AF	163	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR AIR FORCE
PUN12ALL	171	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ALL IN ONE AD
PUN12AR	164	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ARMY
PUN12CG	168	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR COAST GUARD
PUN12MC	169	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR MARINE CORPS
PUN12NA	170	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NAVY
PUN12NG	166	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NAT GUARD
PUN12NON	162	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NO SERVICES
PUN12RD	165	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ROTC
PUN12RV	167	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR RESERVE
PVCASHED	241	NUM	2	AGREEW	PE4 MONEY TO FUTHER EDUCATION: RESERVE
PVCIVCAR	234	NUM	2	AGREEW	PE4 CIVILIAN CAREER DEVELOP: RESERVE
PVCRHAVE	121	NUM	2	YESNO	MH14 DOES HOUSEHOLD HAVE A VCR
PVCRHOUR	122	NUM	3		MH15 HOURS PER WEEK SPENT WATCHING VCR
PVERSION	7	NUM	2		PARENT INTERVIEW VERSION NUMBER
PVHIQUAL	240	NUM	2	AGREEW	PE4 HIGHLY TRAINED COWORKERS: RESERVE
PVHOME	242	NUM	2	AGREEW	PE4 SERVE AMERICA IN HOMETOWN: RESERVE
PVLEADER	233	NUM	2	AGREEW	PE4 DEVELOP LEADERSHIP SKILLS: RESERVE
PVMATURE	238	NUM	2	AGREEW	PE4 MATURE AND RESPONSIBLE: RESERVE
PVMENTAL	237	NUM	2	AGREEW	PE4 MENTALLY CHALLENGING: RESERVE
PVPOTEN	236	NUM	2	AGREEW	PE4 DEVELOP POTENTIAL: RESERVE
PVPROUD	232	NUM	2	AGREEW	PE4 EXPERIENCE TO BE PROUD OF: RESERVE
PVSELCON	235	NUM	2	AGREEW	PE4 DEVELOP SELF-CONFIDENCE: RESERVE
PVSERCOM	243	NUM	2	AGREEW	PE4 SERVE OWN COMMUNITY: RESERVE
PVSEPAR	392	NUM	2	AGREEW	PE4 PART-TIME WORK: RESERVE
PVTRAIN	239	NUM	2	AGREEW	PE4 TRAINING IN USEFUL SKILLS: RESERVE
PVWEEKEN	244	NUM	2	AGREEW	PE4 INTERESTING WEEKENDS: RESERVE
PVWIDE	231	NUM	2	AGREEW	PE4 WIDE VARIETY OF JOBS: RESERVE
PWCASHED	328	NUM	2	AGREEW	PE7 GET MONEY FOR EDUCATION: JOB
PWCIVCAR	321	NUM	2	AGREEW	PE7 CIVILIAN CAREER DEVELOP: JOB
PWFAKA	38	NUM	8		WEIGHT FACTOR FOR KA MODULE
PWFACMH	37	NUM	8		WEIGHT FACTOR FOR MH MODULE
PWFACPEA	39	NUM	8		WEIGHT FACTOR FOR PE (ACTIVE)
PWFACPEC	47	NUM	8		WEIGHT FACTOR FOR PE (COLLEGE)
PWFACPEF	42	NUM	8		WEIGHT FACTOR FOR PE (AIR FORCE)
PWFACPEG	41	NUM	8		WEIGHT FACTOR FOR PE (NATIONAL GUARD)
PWFACPEM	43	NUM	8		WEIGHT FACTOR FOR PE (MARINE CORPS)



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VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
PWFACPEN	44	NUM	8		WEIGHT FACTOR FOR PE (NAVY)
PWFACPER	48	NUM	8		WEIGHT FACTOR FOR PE (ROTC/OFFICER)
PWFACPES	45	NUM	8		WEIGHT FACTOR FOR PE (MILITARY)
PWFACPEV	40	NUM	8		WEIGHT FACTOR FOR PE (RESERVE)
PWFACPEW	46	NUM	8		WEIGHT FACTOR FOR PE (CIVILIAN JOB)
PWGHTKA	26	NUM	8		WEIGHT FOR KA MODULE
PWGHTMH	25	NUM	8		WEIGHT FOR MH MODULE
PWGHTPEA	27	NUM	8		WEIGHT FOR PE (ACTIVE)
PWGHTPEC	35	NUM	8		WEIGHT FOR PE (COLLEGE)
PWGHTPEF	30	NUM	8		WEIGHT FOR PE (AIR FORCE)
PWGHTPEG	29	NUM	8		WEIGHT FOR PE (NATIONAL GUARD)
PWGHTPEM	31	NUM	8		WEIGHT FOR PE (MARINE CORPS)
PWGHTPEN	32	NUM	8		WEIGHT FOR PE (NAVY)
PWGHTPER	36	NUM	8		WEIGHT FOR PE (ROTC/OFFICER)
PWGHTPES	33	NUM	8		WEIGHT FOR PE (MILITARY)
PWGHTPEV	28	NUM	8		WEIGHT FOR PE (RESERVE)
PWGHTPEW	34	NUM	8		WEIGHT FOR PE (CIVILIAN JOB)
PWHIQUAL	327	NUM	2	AGREEW	PE7 HIGHLY TRAINED COWORKERS: JOB
PWHITECH	320	NUM	2	AGREEW	PE7 USE HIGH-TECH EQUIPMENT: JOB
PWLEADER	319	NUM	2	AGREEW	PE7 DEVELOP LEADERSHIP SKILLS: JOB
PWMATURE	325	NUM	2	AGREEW	PE7 MATURE AND RESPONSIBLE: JOB
PWMENTAL	324	NUM	2	AGREEW	PE7 MENTALLY CHALLENGING: JOB
PWPHYS	316	NUM	2	AGREEW	PE7 PHYSICALLY CHALLENGING: JOB
PWPOTEN	323	NUM	2	AGREEW	PE7 DEVELOP POTENTIAL: JOB
PWPROUD	317	NUM	2	AGREEW	PE7 EXPERIENCE TO BE PROUD OF: JOB
PWSELCON	322	NUM	2	AGREEW	PE7 DEVELOP SELF-CONFIDENCE: JOB
PWST.P	318	NUM	2	AGREEW	PE7 STEPPING STONE TO COLLEGE: JOB
PWTRAIN	326	NUM	2	AGREEW	PE7 TRAINING IN USEFUL SKILLS: JOB
PXAD12AF	430	NUM	2	YXADF	UNAIDED + AIDED RECALL AIR FORCE ADS
PXAD12AC	434	NUM	2	YXADF	UNAIDED + AIDED RECALL JRAP ADS
PXAD12AR	426	NUM	2	YXADF	UNAIDED + AIDED RECALL ACTIVE ARMY ADS
PXAD12CG	433	NUM	2	YXADF	UNAIDED + AIDED RECALL COAST GUARD ADS
PXAD12MC	432	NUM	2	YXADF	UNAIDED + AIDED RECALL MARINE CORPS ADS
PXAD12NA	431	NUM	2	YXADF	UNAIDED + AIDED RECALL NAVY ADS
PXAD12NG	428	NUM	2	YXADF	UNAIDED + AIDED RECALL ARMY NATL GUARD
PXAD12RO	427	NUM	2	YXADF	UNAIDED + AIDED RECALL ARMY ROTC ADS
PXAD12RV	429	NUM	2	YXADF	UNAIDED + AIDED RECALL ARMY RESERVE ADS
PXKADEP	443	NUM	2	YXKAF	KNOW: CAN Y JOIN ARMY DEP, ENTER YR LATR
PXKAERN	435	NUM	2	YXKAF	KNOW: EARN MONEY FOR COLLEGE IN ARMY
PXKAEDBN	436	NUM	2	YXKAF	KNOW: AMOUNT OF ARMY EDUCATION BENEFITS
PXKAGIAF	439	NUM	2	YXKAF	KNOW: DOES THE AIR FORCE OFFER GI BILL
PXKAGIAR	438	NUM	2	YXKAF	KNOW: DOES THE ARMY OFFER THE GI BILL
PXKAGIMA	441	NUM	2	YXKAF	KNOW: DOES MARINE CORPS OFFER GI BILL
PXKAGINA	440	NUM	2	YXKAF	KNOW: DOES THE NAVY OFFER THE GI BILL
PXKARGCL	447	NUM	2	YXKAF	KNOW: EARN COLLEGE MONEY IN RESERVE/NG
PXKARGGI	448	NUM	2	YXKAF	KNOW: MAX GI BILL AMOUNT IN RESERVE/NG
PXKARGHS	445	NUM	2	YXKAF	KNOW: CAN ONLY HS GRADS JOIN RESERVE/NG
PXKARGJN	444	NUM	2	YXKAF	KNOW: CAN HS JRS AGE 17 JOIN RESERVE/NG
PXKASAME	437	NUM	2	YXKAF	KNOW: COMPAR ARMY ED BEN TO OTH BRANCHES
PXKAWARD	446	NUM	2	YXKAF	KNOW: WHO SPONSORS SCHOLAR-ATHLETE AWARD
PXKAYRS	442	NUM	2	YXKAF	KNOW: MINIMUM ARMY ENLISTMENT
RACE1	14	NUM	2	PSRACE	RACE/ETHNICITY FOR POST-STRATIFICATION
RANDIAP	81	NUM	2	RANDIAY	IAP2 RANDOM NUMBER SELECTED
RANDKAP	350	NUM	2	RANDKAY	KA4 RANDOMIZE FIRST BRANCH FOR GI BILL

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VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
RANDKRP	161	NUM	2	RANDKR	KR17 RANDOM NUMBER FOR SERVICE DISPLAY
RANDKRP2	160	NUM	2	KNOW	KR5-KR13 RANDOM NUMBER
RANDPEP1	210	NUM	2	RAND1PE	PEP 1 RANDOM START FOR ARMY
RANDPEP4	211	NUM	2	RAND4PE	PEP 4 RANDOM START FOR ARV/ANG
RANDPEP5	212	NUM	2	RAND4PE	PEP 5 RANDOM START FOR NATIONAL GUARD
RANDPEP6	213	NUM	2	RAND1PE	PEP 6 RANDOM START FOR AF/MC/NA/ALL
RANDPEP7	214	NUM	2	RAND7PE	PEP 7 RANDOM START FOR CIVILIAN JOB
RANDPEP8	215	NUM	2	PE8RAND	PEP 8 RANDOM START FOR COLLEGE
RANDPEPA	388	NUM	2	RANDPEYA	PEP1.4,5 RANDOM START: ARMY & ARV/ANG
RANDPEPB	389	NUM	2	RAND1PE	PEP1.6 RANDOM START: ARMY & AF/MC/NA/ALL
RANDPEPC	390	NUM	2	RAND1PE	PEP1.7 RANDOM START: ARMY & WORK FORCE
RANDPEPD	391	NUM	2	RAND1PE	PEP1.8 RANDOM START: ARMY & COLLEGE
RANDPEPO	387	NUM	2	RANORDER	WHICH PE REFERENT IS FIRST ON SCREEN
RANDROP	49	NUM	2	RANDROP	PARENTAL MODULE ROTATION VARIABLE
ROTCREG	17	CHAR	2	%ROTCFMT	ROTC REGION/BRIGADE
SCHOLGRP	449	NUM	2	SGFMT	ACADEMIC STATUS (FOR QUALITY INDEX)
SELYYMM	4	NUM	4	YYMMNUM	YEAR AND MONTH MM SELECTED INTO SAMPLE
YATSFLG	11	NUM	2	YATSFLGF	86 YATS 11 SAMPLE FLAG
YMAINDAT	5	CHAR	6	%CHAR	DATE OF MAIN INTERVIEW
YUTHNUM	2	CHAR	2	%CHAR	YOUTH ID NUMBER

APPENDIX D. LIST OF VARIABLES FOR THE  
ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT  
SYSTEM (ACOMS) PARENTAL SURVEY DATA BY ORDER NUMBER

This appendix contains a list of all variables included in the parental survey data set. They are listed in the order in which they appear on the data base. Sequential order numbers (i.e., 1 through 452) designate the variables' position on the data base. For additional information about the variables see the Annotated Questionnaire (Appendix B) and the ACOMS Codebook (Appendix E).

Order number. The order number corresponds to the order of the variable on the SAS data file. Variables are sorted by questionnaire module, and by order of administration or calculation within modules for the first quarter of data collection. Variables added in later quarters are appended to the end of the codebook and the SAS data file.

Variable name. The variable names also appear in the Annotated Questionnaire (Appendix B) and the ACOMS Codebook (Appendix E). Variable names have been designed so that they identify the respondent and describe briefly the variable content. Many variable names begin with the letter "Y" or "P." The letter "Y" indicates youth respondents while the letter "P" indicates parental respondents. The remainder of the variable name represents the essence of the variable's contents. For example, the variable "YTVWATCH" contains a code for whether or not the youth watches TV.

Variable type. Each variable has an associated variable type. The type can be either numeric or character. In general, variables upon which calculations will be performed are numeric variables. Variables which will not be subject to calculation are character variables. For example, ADI code is a character variable since a "Mean ADI" has no analytic meaning. Most variables coded from interview responses have a numeric type.

Variable length. The variable length is a number describing how many positions the values of that variable occupy on the data record.

Format. The variable format indicates whether a standard format has been used. Standard formats are used to associate value labels, variable types, and variable lengths for many variables at one time. For example, many variables have "YES" and "NO" as their primary response codes. The format "YESNO" provides value labels, variable types, and variable lengths for all variables for which responses consist primarily of "YES" and "NO."

Variable label. Variable labels contain descriptive information about the contents and origin of the values within the associated variable. Survey response variables always contain the name of the screen from which the variable is coded. The remainder of the label is a description of the key concepts contained in the question.

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ORDER	VARIABLE	TYPE	LEN	FORMAT	LABEL
1	CASEID	CHAR	8	%CHAR	HOUSEHOLD ID NUMBER
2	YUTHNUM	CHAR	2	%CHAR	YOUTH ID NUMBER
3	PARNUM	CHAR	2	%CHAR	PARENTAL ID NUMBER FOR BASM SEGMENT
4	SELYYMM	NUM	4	YYMMNUM	YEAR AND MONTH HH SELECTED INTO SAMPLE
5	YMAINDAT	CHAR	6	%CHAR	DATE OF MAIN INTERVIEW
6	PMAINDAT	CHAR	6	%CHAR	DATE OF PARENT INTERVIEW
7	PVERSION	NUM	2		PARENT INTERVIEW VERSION NUMBER
8	PMASFLG	NUM	2	PMASFLGF	PRIMARY MALE ANALYTIC SAMPLE FLAG
9	PFASFLG	NUM	2	PFASFLGF	PRIMARY FEMALE ANALYTIC SAMPLE FLAG
10	MARKFLG	NUM	2	MARKFLGF	RECRUITING MARKET FLAG
11	YATSFLG	NUM	2	YATSFLGF	86 YATS II SAMPLE FLAG
12	PANELPEY	NUM	2	PEPANEL	YOUTH SAMPLE SUBGROUP FOR ANALYSIS
13	ECALCAGE	NUM	3		SC9 CALCULATED AGE FROM DATE OF BIRTH
14	RACE1	NUM	2	PSRACE	RACE/ETHNICITY FOR POST-STRATIFICATION
15	PSEXSAMP	NUM	2	PSEXSMP	WHICH PARENT TO INTERVIEW FROM THIS HH
16	BRIGADE	NUM	2	RCTGBDE	USAREC RECRUITING BRIGADE
17	ROTCREG	CHAR	2	%ROTCFMT	ROTC REGION/BRIGADE
18	HHSTATE	CHAR	2	%STATE	HH STATE POSTAL CODE
19	CNTYFIPS	CHAR	3	%CHAR	HH COUNTY FIPS CODE
20	ESEX	NUM	2	SEX	SEX OF ENUMERATED YOUTH
21	PARENTED	NUM	2	PAREduc	EDUCATION OF PARENT, FROM YOUTH RECORD
22	IMPEDUCP	NUM	2	PAREduc	IMPUTED EDUCATION OF PARENT
23	PBASWGHT	NUM	8		PARENT BASE WEIGHT
24	PARNWGHT	NUM	8		PARENT FINAL ADJUSTED WEIGHT
25	PWGHTMH	NUM	8		WEIGHT FOR MH MODULE
26	PWGHTKA	NUM	8		WEIGHT FOR KA MODULE
27	PWGHTPEA	NUM	8		WEIGHT FOR PE (ACTIVE)
28	PWGHTPEV	NUM	8		WEIGHT FOR PE (RESERVE)
29	PWGHTPEG	NUM	8		WEIGHT FOR PE (NATIONAL GUARD)
30	PWGHTPEF	NUM	8		WEIGHT FOR PE (AIR FORCE)
31	PWGHTPEM	NUM	8		WEIGHT FOR PE (MARINE CORPS)
32	PWGHTPEN	NUM	8		WEIGHT FOR PE (NAVY)
33	PWGHTPES	NUM	8		WEIGHT FOR PE (MILITARY)
34	PWGHTPEW	NUM	8		WEIGHT FOR PE (CIVILIAN JOB)
35	PWGHTPEC	NUM	8		WEIGHT FOR PE (COLLEGE)
36	PWGHTPER	NUM	8		WEIGHT FOR PE (ROTC/OFFICER)
37	PWFACMH	NUM	8		WEIGHT FACTOR FOR MH MODULE
38	PWFACKA	NUM	8		WEIGHT FACTOR FOR KA MODULE
39	PWFACPEA	NUM	8		WEIGHT FACTOR FOR PE (ACTIVE)
40	PWFACPEV	NUM	8		WEIGHT FACTOR FOR PE (RESERVE)
41	PWFACPEG	NUM	8		WEIGHT FACTOR FOR PE (NATIONAL GUARD)
42	PWFACPEF	NUM	8		WEIGHT FACTOR FOR PE (AIR FORCE)
43	PWFACPEM	NUM	8		WEIGHT FACTOR FOR PE (MARINE CORPS)
44	PWFACPEN	NUM	8		WEIGHT FACTOR FOR PE (NAVY)
45	PWFACPES	NUM	8		WEIGHT FACTOR FOR PE (MILITARY)
46	PWFACPEW	NUM	8		WEIGHT FACTOR FOR PE (CIVILIAN JOB)
47	PWFACPEC	NUM	8		WEIGHT FACTOR FOR PE (COLLEGE)
48	PWFACPER	NUM	8		WEIGHT FACTOR FOR PE (ROTC/OFFICER)
49	RANDROP	NUM	2	RANDROP	PARENTAL MODULE ROTATION VARIABLE
50	PIOFTPLN	NUM	2	PIFREQ	PI2 FREQ OF P TALKS W/ Y ABOUT PLANS
51	PITLKOPN	NUM	2	PTLKOPN	PI3 DOES P GIVE OPINION DURING TALK W/ Y
52	PINFPLAN	NUM	2	PIPLAN	PI6 P SELF-REP INFLUENCE Y FUTURE PLANS
53	PILIKEDO	NUM	2	PILIKEDO	PI7 WHAT P WANTS Y TO DO IN FUTURE
54	PILIKEOS	CHAR	30	%CHAR	PI7 WHAT P WANTS Y TO DO - OTHER SPECIFY

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ORDER	VARIABLE	TYPE	LEN	FORMAT	LABEL
55	PIMENMIL	NUM	2	PIOPIN	PI8 SHOULD YOUNG MEN SERVE IN MILITARY
56	PIWOMMIL	NUM	2	PIOPIN	PI9 SHOULD YOUNG WOMEN SERVE IN MILITARY
57	PITLKMIL	NUM	2	YESNO	PI10 HAS P TALKED TO Y ABOUT ENLISTING
58	PIOFTMIL	NUM	2	PIFREQ	PI11 FREQ OF P TALK TO Y ABOUT ENLISTING
59	PI11CHK	NUM	2	CCHECK	CONST. CHECK: PI10, PI11
60	PITLKRA	NUM	2	PIOFFIC	PI14 DISCUSSED Y AS OFFICER OR ENLISTED
61	PITLKAR	NUM	2	YESNO	PI15 SERVICE DISCUSSED WAS ARMY
62	PITLKNA	NUM	2	YESNO	PI15 SERVICE DISCUSSED WAS NAVY
63	PITLKAF	NUM	2	YESNO	PI15 SERVICE DISCUSSED WAS AIR FORCE
64	PITLKH	NUM	2	YESNO	PI15 SERVICE DISCUSSED WAS MARINE CORPS
65	PITLKALL	NUM	2	YESNO	PI15 SERVICE DISCUSSED WAS ALL SERVICES
66	PITLKACT	NUM	2	YESNO	PI16 P TALKED TO Y ABOUT ACTIVE DUTY
67	PITLKRV	NUM	2	YESNO	PI16 P TALKED TO Y ABOUT RESERVE
68	PITLKNG	NUM	2	YESNO	PI16 P TALKED TO Y ABOUT NATIONAL GUARD
69	PIILOPN	NUM	2	PHILOPN	PI17 P ENCOURAGE/DISCOURAGE Y TO ENLIST
70	PIFMIL	NUM	2	PIPLAN	PI18 P SELF-REP INFLUENCE Y ENLIST PLANS
71	PIPOIDS	NUM	2	YESNO	PI19 DID P POINT OUT SERVICE ADS TO Y
72	PISUGREC	NUM	2	YESNO	PI21 P SUGGEST Y SEE MILITARY RECRUITER
73	PIRECAR	NUM	2	YESNO	PI22 P SUGGEST Y SEE ARMY RECRUITER
74	PIRECNA	NUM	2	YESNO	PI22 P SUGGEST Y SEE NAVY RECRUITER
75	PIRECAF	NUM	2	YESNO	PI22 P SUGGEST Y SEE AIR FORCE RECRUITER
76	PIREMA	NUM	2	YESNO	PI22 P SUGGEST Y SEE MARINE RECRUITER
77	PIRCMAIL	NUM	2	YESNO	PI23 RECEIVE MILITARY RECRUITING MAIL
78	PIPRBMIL	NUM	2	PPRBMIL	PI25 P BELIEVE Y WILL/WON'T ENLIST
79	PIEXPRAN	NUM	2	PEXPECT	PI26 P EXPECT Y TO BE OFFICER/ENLISTED
80	PIPHYS	NUM	2	RANGIMP	IAP2 IMP OF HAVING PHYSICAL CHALLENGE
81	RANDIAP	NUM	2	RANDIAY	IAP2 RANDOM NUMBER SELECTED
82	PIHIQUAL	NUM	2	RANGIMP	IAP2 IMP OF HIGHLY TRAINED COWORKERS
83	PICASHED	NUM	2	RANGIMP	IAP2 IMP OF EARNING MONEY FOR EDUCATION
84	PITRAIN	NUM	2	RANGIMP	IAP2 IMP OF TRAINING IN USEFUL SKILLS
85	PISELCON	NUM	2	RANGIMP	IAP2 IMP OF DEVELOPING SELF-CONFIDENCE
86	PICNTRY	NUM	2	RANGIMP	IAP2 IMP OF SERVING COUNTRY
87	PILEADER	NUM	2	RANGIMP	IAP2 IMP OF DEVELOPING LEADERSHIP SKILLS
88	PIHITECH	NUM	2	RANGIMP	IAP2 IMP OF WORKING WITH HI-TECH EQUIP
89	PIPROUD	NUM	2	RANGIMP	IAP2 IMP OF EXPERIENCES TO BE PROUD OF
90	PIPOTEN	NUM	2	RANGIMP	IAP2 IMP OF DEVELOPING POTENTIAL
91	PICIVCAR	NUM	2	RANGIMP	IAP2 IMP OF HELPING CIVILIAN CAREER DEV
92	PISERCOM	NUM	2	RANGIMP	IAP2 IMP OF COMMUNITY SERVICE
93	PIWEEKEN	NUM	2	RANGIMP	IAP2 IMP OF WEEKEND EXCITEMENT
94	PIHOME	NUM	2	RANGIMP	IAP2 IMP OF STAYING IN OWN HOMETOWN
95	PISTEP	NUM	2	RANGIMP	IAP2 IMP OF STEPPING FROM HS TO COLLEGE
96	PIMATURE	NUM	2	RANGIMP	IAP2 IMP OF BECOMING MATURE/RESPONSIBLE
97	PIINNOV	NUM	2	RANGIMP	IAP2 IMP OF USING OWN JUDGMENT
98	PIMENTAL	NUM	2	RANGIMP	IAP2 IMP OF HAVING MENTAL CHALLENGE
99	PTVWATCH	NUM	2	YESNO	MH1 PARENT REGULARLY WATCHES TV
100	PTVHRREG	NUM	3		MH2 HRS PER WEEK WATCH NETWORK TV
101	PTVHRCAB	NUM	3		MH2 HRS PER WEEK WATCH CERTAIN CABLE TV
102	MHP2CHK1	NUM	2	CCHECK	CONST CHECK: MH1 = 1 & MH2 = 0 HOURS
103	MHP2CHK2	NUM	2	CCHECK	CONST CHECK: MH2 > 168 HOURS
104	PTVCAB1	NUM	2	YESNO	MH11 DOES PARENT WATCH MTV
105	PTVCAB2	NUM	2	YESNO	MH11 DOES PARENT WATCH NASHVILLE NETWORK
106	PTVCAB3	NUM	2	YESNO	MH11 DOES PARENT WATCH ESPN (SPORTS)
107	PTVCAB4	NUM	2	YESNO	MH11 DOES PARENT WATCH WTBS (SYNDICATED)
108	PTVCAB5	NUM	2	YESNO	MH11 DOES P WATCH BLACK ENTERTAINMENT TV

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ORDER	VARIABLE	TYPE	LEN	FORMAT	LABEL
109	PTVSPORT	NUM	2	YESNO	MH12 DOES PARENT VIEW SPORTS
110	PTVMYS	NUM	2	YESNO	MH12 DOES PARENT VIEW MYSTERIES
111	PTVDRAMA	NUM	2	YESNO	MH12 DOES PARENT VIEW GENERAL DRAMA
112	PTVMUSIC	NUM	2	YESNO	MH12 DOES PARENT VIEW MUSIC/VIDEOS
113	PTVCOMDY	NUM	2	YESNO	MH12 DOES PARENT VIEW SITCOMS
114	PTVMOVIE	NUM	2	YESNO	MH12 DOES PARENT VIEW TV MOVIES
115	PTVTALK	NUM	2	YESNO	MH12 DOES PARENT VIEW TV TALK SHOWS
116	PTVSH1	NUM	2	YESNO	MH13 DOES PARENT WATCH DAVID LETTERMAN
117	PTVSH2	NUM	2	YESNO	MH13 DOES P WATCH FRIDAY NIGHT VIDEOS
118	PTVSH3	NUM	2	YESNO	MH13 DOES P WATCH MONDAY NIGHT FOOTBALL
119	PTVSH4	NUM	2	YESNO	MH13 DOES P WATCH COLLEGE FOOTBALL
120	PTVSH5	NUM	2	YESNO	MH13 DOES P WATCH SUNDAY NIGHT MOVIES
121	PVCRHAVE	NUM	2	YESNO	MH14 DOES HOUSEHOLD HAVE A VCR
122	PVCRHOUR	NUM	3		MH15 HOURS PER WEEK SPENT WATCHING VCR
123	PRADLIS	NUM	2	YESNO	MH16 DOES PARENT LISTEN TO THE RADIO
124	PRADHRAM	NUM	3		MH17 HOW MANY HOURS PER WEEK AM RADIO
125	PRADHRFM	NUM	3		MH17 HOW MANY HOURS PER WEEK FM RADIO
126	MP17CHK1	NUM	2	CCHECK	CONST CHECK: MH16 = 1 & MH17 = 0 HOURS
127	MP17CHK2	NUM	2	CCHECK	CONST CHECK: MH17 > 168 HOURS
128	PRADNEWS	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO NEWS
129	PRADCLAS	NUM	2	YESNO	MH26 DOES PARENT LISTEN CLASSICAL MUSIC
130	PRADPOP	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO POP MUSIC
131	PRADCW	NUM	2	YESNO	MH26 DOES PARENT LISTEN COUNTRY MUSIC
132	PRADSPOR	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO SPORTS
133	PRADTALK	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO TALK SHOWS
134	PRADROCK	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO ROCK MUSIC
135	PRADEASY	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO EASY MUSIC
136	PRADSH1	NUM	2	YESNO	MH27 DOES P LISTEN TO AMERICAN TOP 40
137	PRADSH2	NUM	2	YESNO	MH27 DOES P LISTEN TO KING BISCUIT HOUR
138	PRADSH3	NUM	2	YESNO	MH27 DOES P LISTEN TO RICK DEES' TOP 40
139	PRADSH4	NUM	2	YESNO	MH27 DOES P LISTEN TO METALSHOP
140	PRADSH5	NUM	2	YESNO	MH27 DOES P LISTEN TO ROCKLINE
141	PPAPREAD	NUM	2	YPAPREA	MH28 HOW OFTEN DOES P READ NEWSPAPER
142	PPAPHOUR	NUM	3		MH29 HOURS PER WEEK READING NEWSPAPER
143	MHP29CHK	NUM	2	CCHECK	CONST CHECK: MH28 & MH29 HOURS
144	PPAPSPOR	NUM	2	YESNO	MH30 DOES PARENT READ SPORTS
145	PPAPCOM	NUM	2	YESNO	MH30 DOES PARENT READ COMICS
146	PPAPNEWS	NUM	2	YESNO	MH30 DOES PARENT READ NEWS SECTION
147	PPAPLOC	NUM	2	YESNO	MH30 DOES PARENT READ LOCAL SECTION
148	PPAPFOOD	NUM	2	YESNO	MH30 DOES PARENT READ FOOD SECTION
149	PPAPSTYL	NUM	2	YESNO	MH30 DOES PARENT READ LIFESTYLE SECTION
150	PPAPCLAS	NUM	2	YESNO	MH30 DOES PARENT READ CLASSIFIED
151	PHAGREAD	NUM	2	YESNO	MH31 DOES PARENT READ MAGAZINES
152	PHAG1	NUM	3	MAGFMT	MH32 MAGAZINE #1 READ ON REGULAR BASIS
153	PHAG2	NUM	3	MAGFMT	MH32 MAGAZINE #2 READ ON REGULAR BASIS
154	PHAG3	NUM	3	MAGFMT	MH32 MAGAZINE #3 READ ON REGULAR BASIS
155	PHAG4	NUM	3	MAGFMT	MH32 MAGAZINE #4 READ ON REGULAR BASIS
156	PHAG5	NUM	3	MAGFMT	MH32 MAGAZINE #5 READ ON REGULAR BASIS
157	PHAG6	NUM	3	MAGFMT	MH32 MAGAZINE #6 READ ON A REGULAR BASIS
158	PHAGHOUR	NUM	3		MH33 HOURS PER WEEK READING MAGAZINES
159	MHPCHK	NUM	2	CCHECK	CONST CHECK: TOTAL HOURS IN MHP > 168
160	RANDKRP2	NUM	2	KNOW	KR5-KR13 RANDOM NUMBER
161	RANDKRP	NUM	2	RANDKR	KR17 RANDOM NUMBER FOR SERVICE DISPLAY
162	PUN12NON	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NO SERVICES

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163	PUN12AF	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR AIR FORCE
164	PUN12AR	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ARMY
165	PUN12RO	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ROTC
166	PUN12NG	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NAT GUARD
167	PUN12RV	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR RESERVE
168	PUN12CG	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR COAST GUARD
169	PUN12MC	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR MARINE CORPS
170	PUN12NA	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NAVY
171	PUN12ALL	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ALL IN ONE AD
172	PKRRDQAF	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR AIR FORCE
173	PKRRDQAR	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR ARMY
174	PKRRRONA	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR NAVY
175	PKRRROMC	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR MARINES
176	PKRRROCG	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR COAST GUARD
177	PKRNGAF	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR AIR FORCE
178	PKRNGAR	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR ARMY
179	PKRNGNA	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR NAVY
180	PKRNGMC	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR MARINES
181	PKRNGCG	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR COAST GUARD
182	PKRRVAF	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR AIR FORCE
183	PKRRVAR	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR ARMY
184	PKRRVNA	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR NAVY
185	PKRRVMC	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR MARINES
186	PKRRVCG	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR COAST GUARD
187	PAIDAF	NUM	2	YESNO	KR6 AIDED AD RECALL FOR AIR FORCE
188	PAIDAR	NUM	2	YESNO	KR6 AIDED AD RECALL FOR ARMY
189	PAIDARO	NUM	2	YESNO	KR7 AIDED AD RECALL FOR ARMY ROTC
190	PAIDANG	NUM	2	YESNO	KR8 AIDED AD RECALL FOR ARMY NAT GUARD
191	PAIDARV	NUM	2	YESNO	KR9 AIDED AD RECALL FOR ARMY RESERVE
192	PAIDCG	NUM	2	YESNO	KR10 AIDED AD RECALL FOR COAST GUARD
193	PAIDMC	NUM	2	YESNO	KR11 AIDED AD RECALL FOR MARINE CORPS
194	PAIDNA	NUM	2	YESNO	KR12 AIDED AD RECALL FOR NAVY
195	PAIDALL	NUM	2	YESNO	KR13 AIDED AD RECALL FOR ALL SERVICES
196	PADARTV	NUM	2	YESNO	KR14 AIDED AD RECALL ARMY AD ON TV
197	PADARRAD	NUM	2	YESNO	KR14 RECALLS ARMY AD ON RADIO
198	PADARMAG	NUM	2	YESNO	KR14 RECALLS ARMY AD IN MAGAZINES
199	PADARPAP	NUM	2	YESNO	KR14 RECALLS ARMY AD IN NEWSPAPERS
200	PADARBIL	NUM	2	YESNO	KR14 RECALLS ARMY AD ON BILLBOARDS
201	PADARMAL	NUM	2	YESNO	KR14 RECALLS ARMY AD IN MAIL
202	PADARPOS	NUM	2	YESNO	KR14 RECALLS ARMY AD ON POSTERS
203	PADARPAM	NUM	2	YESNO	KR14 RECALLS ARMY AD IN PAMPHLETS
204	PADARYEL	NUM	2	YESNO	KR14 RECALLS ARMY AD IN YELLOW PAGES
205	PADAROTH	NUM	2	YADOTH	KR14 RECALLS ARMY AD SOMEWHERE ELSE
206	PKRMMSGAR	NUM	2	YKVERB	STATUS OF KR VERBATIM RESPONSE: ARMY
207	PKRMMSGOT	NUM	2	YKVERB	STATUS OF KR VERBATIM RESPONSE: NON-ARMY
208	PATADLIK	NUM	2	YRATEAD	AT1 HOW MUCH PARENT LIKED ARMY ADS
209	PATADBEL	NUM	2	PRATEAD	AT2 HOW MUCH PARENT BELIEVES ARMY ADS
210	RANDPEP1	NUM	2	RAND1PE	PEP 1 RANDOM START FOR ARMY
211	RANDPEP4	NUM	2	RAND4PE	PEP 4 RANDOM START FOR ARV/ANG
212	RANDPEP5	NUM	2	RAND4PE	PEP 5 RANDOM START FOR NATIONAL GUARD
213	RANDPEP6	NUM	2	RAND1PE	PEP 6 RANDOM START FOR AF/MC/NA/ALL
214	RANDPEP7	NUM	2	RAND7PE	PEP 7 RANDOM START FOR CIVILIAN JOB
215	RANDPEP8	NUM	2	PEBRAND	PEP 8 RANDOM START FOR COLLEGE
216	PAWIDE	NUM	2	AGREEW	PE1 WIDE VARIETY OF JOBS: ARMY

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217	PAPHYS	NUM	2	AGREEW	PE1 PHYSICALLY CHALLENGING: ARMY
218	PAPROUD	NUM	2	AGREEW	PE1 EXPERIENCE TO BE PROUD OF: ARMY
219	PASTEP	NUM	2	AGREEW	PE1 STEPPING STONE TO COLLEGE: ARMY
220	PALEADER	NUM	2	AGREEW	PE1 DEVELOP LEADERSHIP SKILLS: ARMY
221	PAHITECH	NUM	2	AGREEW	PE1 USE HIGH-TECH EQUIPMENT: ARMY
222	PACIVCAR	NUM	2	AGREEW	PE1 CIVILIAN CAREER DEVELOP: ARMY
223	PASELCON	NUM	2	AGREEW	PE1 DEVELOP SELF-CONFIDENCE: ARMY
224	PAPOTEN	NUM	2	AGREEW	PE1 DEVELOP POTENTIAL: ARMY
225	PAMENTAL	NUM	2	AGREEW	PE1 MENTALLY CHALLENGING: ARMY
226	PAMATURE	NUM	2	AGREEW	PE1 MATURE AND RESPONSIBLE: ARMY
227	PATRAIN	NUM	2	AGREEW	PE1 TRAINING IN USEFUL SKILLS: ARMY
228	PAHIQUAL	NUM	2	AGREEW	PE1 HIGHLY TRAINED COWORKERS: ARMY
229	PACASHED	NUM	2	AGREEW	PE1 GET MONEY FOR EDUCATION: ARMY
230	PHEARDAR	NUM	2	YESNO	PE1A P EVER HEARD OF ARMY RESERVE
231	PVWIDE	NUM	2	AGREEW	PE4 WIDE VARIETY OF JOBS: RESERVE
232	PVPROUD	NUM	2	AGREEW	PE4 EXPERIENCE TO BE PROUD OF: RESERVE
233	PVLEADER	NUM	2	AGREEW	PE4 DEVELOP LEADERSHIP SKILLS: RESERVE
234	PVCIVCAR	NUM	2	AGREEW	PE4 CIVILIAN CAREER DEVELOP: RESERVE
235	PVSELCON	NUM	2	AGREEW	PE4 DEVELOP SELF-CONFIDENCE: RESERVE
236	PVPOTEN	NUM	2	AGREEW	PE4 DEVELOP POTENTIAL: RESERVE
237	PVMENTAL	NUM	2	AGREEW	PE4 MENTALLY CHALLENGING: RESERVE
238	PVMATURE	NUM	2	AGREEW	PE4 MATURE AND RESPONSIBLE: RESERVE
239	PVTRAIN	NUM	2	AGREEW	PE4 TRAINING IN USEFUL SKILLS: RESERVE
240	PVHIQUAL	NUM	2	AGREEW	PE4 HIGHLY TRAINED COWORKERS: RESERVE
241	PVCASHED	NUM	2	AGREEW	PE4 MONEY TO FURTHER EDUCATION: RESERVE
242	PVHOME	NUM	2	AGREEW	PE4 SERVE AMERICA IN HOMETOWN: RESERVE
243	PVSERCOM	NUM	2	AGREEW	PE4 SERVE OWN COMMUNITY: RESERVE
244	PVWEEKEN	NUM	2	AGREEW	PE4 INTERESTING WEEKENDS: RESERVE
245	PHEARDNG	NUM	2	YESNO	PE4A P EVER HEARD OF ARMY NATIONAL GUARD
246	PGWIDE	NUM	2	AGREEW	PE5 WIDE VARIETY OF JOBS: GUARD
247	PGPROUD	NUM	2	AGREEW	PE5 EXPERIENCE TO BE PROUD OF: GUARD
248	PGLEADER	NUM	2	AGREEW	PE5 DEVELOP LEADERSHIP SKILLS: GUARD
249	PGCIVCAR	NUM	2	AGREEW	PE5 CIVILIAN CAREER DEVELOP: GUARD
250	PGSELCON	NUM	2	AGREEW	PE5 DEVELOP SELF-CONFIDENCE: GUARD
251	PGPOTEN	NUM	2	AGREEW	PE5 DEVELOP POTENTIAL: GUARD
252	PGMENTAL	NUM	2	AGREEW	PE5 MENTALLY CHALLENGING: GUARD
253	PGMATURE	NUM	2	AGREEW	PE5 MATURE AND RESPONSIBLE: GUARD
254	PGTRAIN	NUM	2	AGREEW	PE5 TRAINING IN USEFUL SKILLS: GUARD
255	PGHIQUAL	NUM	2	AGREEW	PE5 HIGHLY TRAINED COWORKERS: GUARD
256	PGCASHED	NUM	2	AGREEW	PE5 GET MONEY FOR EDUCATION: GUARD
257	PGHOME	NUM	2	AGREEW	PE5 SERVE AMERICA IN HOMETOWN: GUARD
258	PGSERCOM	NUM	2	AGREEW	PE5 SERVE OWN COMMUNITY: GUARD
259	PGWEEKEN	NUM	2	AGREEW	PE5 INTERESTING WEEKENDS: GUARD
260	PNWIDE	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: NAVY
261	PNWIDE	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: MARINES
262	PFWIDE	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: AIR FORCE
263	PSWIDE	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: MILITARY
264	PNPHYS	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: NAVY
265	PMPHYS	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: MARINES
266	PFPHYS	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: AIR FORCE
267	PSPHYS	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: MILITARY
268	PNPROUD	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: NAVY
269	PMPROUD	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: MARINES
270	PFPROUD	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: AIR FORCE



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271	PSPROUD	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: MILITARY
272	PNSTEP	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: NAVY
273	PMSTEP	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: MARINES
274	PFSTEP	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: AIR FORCE
275	PSSTEP	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: MILITARY
276	PNLEADER	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: NAVY
277	PMLEADER	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: MARINES
278	PFLEADER	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: AIR FORCE
279	PSLEADER	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: MILITARY
280	PNHITECH	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: NAVY
281	PMHITECH	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: MARINES
282	PFHITECH	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: AIR FORCE
283	PSHITECH	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: MILITARY
284	PNCIVCAR	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: NAVY
285	PMCIVCAR	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: MARINES
286	PFCIVCAR	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: AIR FORCE
287	PSCIVCAR	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: MILITARY
288	PNSSELCON	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: NAVY
289	PMSELCON	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: MARINES
290	PFSELCON	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: AIR FORCE
291	PSSSELCON	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: MILITARY
292	PNPOTEN	NUM	2	AGREEW	PE6 DEVELOP POTENTIAL: NAVY
293	PMPTEN	NUM	2	AGREEW	PE6 DEVELOP POTENTIAL: MARINES
294	PFPTEN	NUM	2	AGREEW	PE6 DEVELOP POTENTIAL: AIR FORCE
295	PSPOTEN	NUM	2	AGREEW	PE6 DEVELOP POTENTIAL: MILITARY
296	PNMENTAL	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: NAVY
297	PMMENTAL	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: MARINES
298	PFMENTAL	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: AIR FORCE
299	PSMENTAL	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: MILITARY
300	PNMATURE	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: NAVY
301	PMMATURE	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: MARINES
302	PFMATURE	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: AIR FORCE
303	PSMATURE	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: MILITARY
304	PNTRAIN	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: NAVY
305	PMTRAIN	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: MARINES
306	PFTRAIN	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: AIR FORCE
307	PSTRAIN	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: MILITARY
308	PNHIQUAL	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: NAVY
309	PFHIQUAL	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: AIR FORCE
310	PSHIQUAL	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: MILITARY
311	PMHIQUAL	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: MARINES
312	PNCASHED	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: NAVY
313	PMCASHED	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: MARINES
314	PFCASHED	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: AIR FORCE
315	PSCASHED	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: MILITARY
316	PWPHYS	NUM	2	AGREEW	PE7 PHYSICALLY CHALLENGING: JOB
317	PWPROUD	NUM	2	AGREEW	PE7 EXPERIENCE TO BE PROUD OF: JOB
318	PWSTEP	NUM	2	AGREEW	PE7 STEPPING STONE TO COLLEGE: JOB
319	PWLEADER	NUM	2	AGREEW	PE7 DEVELOP LEADERSHIP SKILLS: JOB
320	PWHITECH	NUM	2	AGREEW	PE7 USE HIGH-TECH EQUIPMENT: JOB
321	PWCIVCAR	NUM	2	AGREEW	PE7 CIVILIAN CAREER DEVELOP: JOB
322	PWSELCON	NUM	2	AGREEW	PE7 DEVELOP SELF-CONFIDENCE: JOB
323	PWPOTEN	NUM	2	AGREEW	PE7 DEVELOP POTENTIAL: JOB
324	PWMMENTAL	NUM	2	AGREEW	PE7 MENTALLY CHALLENGING: JOB

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325	PWMATURE	NUM	2	AGREEW	PE7 MATURE AND RESPONSIBLE: JOB
326	PWTRAIN	NUM	2	AGREEW	PE7 TRAINING IN USEFUL SKILLS: JOB
327	PWHIGUAL	NUM	2	AGREEW	PE7 HIGHLY TRAINED COWORKERS: JOB
328	PWCASHED	NUM	2	AGREEW	PE7 GET MONEY FOR EDUCATION: JOB
329	PCPROUD	NUM	2	AGREEW	PE8 EXPERIENCE TO BE PROUD OF: COLLEGE
330	PCLEADER	NUM	2	AGREEW	PE8 DEVELOP LEADERSHIP SKILLS: COLLEGE
331	PCCIVCAR	NUM	2	AGREEW	PE8 CIVILIAN CAREER DEVELOP: COLLEGE
332	PCSELCON	NUM	2	AGREEW	PE8 DEVELOP SELF-CONFIDENCE: COLLEGE
333	PCPOTEN	NUM	2	AGREEW	PE8 DEVELOP POTENTIAL: COLLEGE
334	PCMENTAL	NUM	2	AGREEW	PE8 MENTALLY CHALLENGING: COLLEGE
335	PCMATURE	NUM	2	AGREEW	PE8 MATURE AND RESPONSIBLE: COLLEGE
336	PCHIGUAL	NUM	2	AGREEW	PE8 HIGHLY TRAINED COWORKERS: COLLEGE
337	PPEDTP	NUM	2	PROPANS	PE12 ARMY % PAST YEAR HIGH SCHOOL GRADS
338	PPEGRADE	NUM	2	PEGRADE	PE13 ARMY % PAST YEAR UPPER HALF IQ
339	PECOL	NUM	2	PROPANS	PE14 ARMY % PAST YEAR TO FINISH COLLEGE
340	PPESIM	NUM	2	YESNO	PE15 ARE MANY YOUNG PEOPLE JOINING ARMY
341	PHEARDRO	NUM	2	YESNO	PE15A P EVER HEARD OF ROTC AT COLLEGE
342	PRLEADER	NUM	2	AGREEW	PE2 LEADERSHIP/MANAGEMENT TRAINING: ROTC
343	PRSELCON	NUM	2	AGREEW	PE2 DEVELOP SELF-CONFIDENCE: ROTC
344	PRELECT	NUM	2	AGREEW	PE2 COLLEGE ELECTIVE W/COURSES: ROTC
345	PROFFCOM	NUM	2	AGREEW	PE2 AN OFFICER'S COMMISSION: ROTC
346	POWIDE	NUM	2	AGREEW	PE3 WIDE VARIETY OF JOBS: OFFICER
347	POPROUD	NUM	2	AGREEW	PE3 EXPERIENCE TO BE PROUD OF: OFFICER
348	POUSECOL	NUM	2	AGREEW	PE3 USE COLLEGE SKILLS: OFFICER
349	POINNOV	NUM	2	AGREEW	PE3 INNOVATIVE/CREATIVE: OFFICER
350	RANDKAP	NUM	2	RANDKAY	KA4 RANDOMIZE FIRST BRANCH FOR GI BILL
351	PKAEARN	NUM	2	YKAEARN	KA7 EARN MONEY FOR COLLEGE IN ARMY
352	PKAEDBEN	NUM	2	YKABEN	KA1 AMOUNT OF ARMY EDUCATION BENEFITS
353	PKALLCOL	NUM	2	YKALCOL	KA2 WOULD ARMY PAY FOR ENTIRE COLLEGE ED
354	PKASAME	NUM	2	YKASAME	KA3 COMPAR ARMY EDUC BEN TO OTH BRANCHES
355	PKAGIAR	NUM	2	YKAGIAR	KA4 DOES ARMY OFFER GI BILL
356	PKAGIAF	NUM	2	YKAGIAF	KA4 DOES AIR FORCE OFFER GI BILL
357	PKAGINA	NUM	2	YKAGINA	KA4 DOES NAVY OFFER GI BILL
358	PKAGIMA	NUM	2	YKAGIMA	KA4 DOES MARINE CORPS OFFER GI BILL
359	PKAYEARS	NUM	2		KA5 MINIMUM ARMY ENLISTMENT
360	PKADEP	NUM	2	YKADEP	KA6 CAN Y JOIN ARMY DEP & ENTER YR LATER
361	PKARGJUN	NUM	2	YKAJOIN	KA8 CAN HS JRS AGE 17 JOIN RESERVE/GUARD
362	PKARGHS	NUM	2	YKARGHS	KA9 CAN ONLY HS GRADS JOIN RESERVE/GUARD
363	PKAWARD	NUM	2	YKAWARD	KA10 WHO SPONSORS SCHOLAR-ATHLETE AWARD
364	PKARGCOL	NUM	2	YKACOL	KA11 EARN COLLEGE MONEY IN RESERVE/GUARD
365	PKARGGI	NUM	2	YKARGGI	KA12 MAX GI BILL AMOUNT IN RESERVE/GUARD
366	PDDOBY	NUM	2		DE1 YEAR PARENT WAS BORN
367	PDRACE	NUM	2	RACE	DE3 RACE OF PARENT
368	PDHISP	NUM	2	YESNO	DE4 PARENT OF HISPANIC BACKGROUND
369	PDMARITL	NUM	2	MARSTAT	DE6 MARITAL STATUS OF PARENT
370	PEDLEV	NUM	2	YEDLEV	DE9 PARENT'S HIGHEST LEVEL OF EDUCATION
371	PEDDIP	NUM	2	YHSDIPL	DE10 KIND OF HIGH SCHOOL DIPLOMA P HAS
372	PEMPCUR	NUM	2	PEMPCUR	DE11 IS PARENT EMPLOYED
373	PEMPEVER	NUM	2	YESNO	DE12 PARENT EVER EMPLOYED FULL TIME
374	PEMPEASY	NUM	2	YEMPLOY	DE13 DIFFICULTY OF Y FINDING JOB FROM P
375	PDINCOME	NUM	2	PINCOME	DE29 INCOME OF PARENT
376	PDMLSER	NUM	2	YESNO	DE30 HAS PARENT SERVED IN ARMED FORCES
377	PDMLBMM	NUM	2	DOBMMTH	DE31 MONTH PARENT BEGAN MILITARY SERVICE
378	PDMLBY	NUM	2		DE31 YEAR PARENT BEGAN MILITARY SERVICE

ACOMS PARNMAIN VARIABLE LIST FOR OCTOBER 86 TO DECEMBER 87  
FINAL PERMANENT DOCUMENTATION

ORDER	VARIABLE	TYPE	LEN	FORMAT	LABEL
379	PDMILNOW	NUM	2	YESNO	DE32 IS PARENT STILL IN ARMED FORCES
380	PDMILEMM	NUM	2	DOBMNTH	DE33 MONTH PARENT FINISHED ARMED FORCES
381	PDMILEYY	NUM	2		DE33 YEAR PARENT FINISHED ARMED FORCES
382	DEP33CHK	NUM	2	CCHECK	CONST CHECK: DE31, DE32 AND DE33 DATES
383	PDMILBR	NUM	2	PDMILBR	DE34 BRANCH OF SERVICE PARENT WAS IN
384	PDCOMP	NUM	2	PDCOMP	DE35 WAS PARENT IN ROTC, GUARD, RESERVE
385	PIWIDE	NUM	2	RANGIMP	IA IMP OF OPPORT TO FIND A JOB
386	PISERPAR	NUM	2	RANGIMP	IA IMP OF WORKING PART-TIME
387	RANDPEPO	NUM	2	RANORDER	WHICH PE REFERENT IS FIRST ON SCREEN
388	RANDPEPA	NUM	2	RANDPEYA	PEP1.4,5 RANDOM START: ARMY & ARV/ANG
389	RANDPEPB	NUM	2	RAND1PE	PEP1.6 RANDOM START: ARMY & AF/MC/NA/ALL
390	RANDPEPC	NUM	2	RAND1PE	PEP1.7 RANDOM START: ARMY & WORK FORCE
391	RANDPEPD	NUM	2	RAND1PE	PEP1.8 RANDOM START: ARMY & COLLEGE
392	PVSERPAR	NUM	2	AGREEW	PE4 PART-TIME WORK: RESERVE
393	PGSERPAR	NUM	2	AGREEW	PE5 PART-TIME WORK: GUARD
394	PREPL1	NUM	8		REPLICATE WEIGHT 1
395	PREPL2	NUM	8		REPLICATE WEIGHT 2
396	PREPL3	NUM	8		REPLICATE WEIGHT 3
397	PREPL4	NUM	8		REPLICATE WEIGHT 4
398	PREPL5	NUM	8		REPLICATE WEIGHT 5
399	PREPL6	NUM	8		REPLICATE WEIGHT 6
400	PREPL7	NUM	8		REPLICATE WEIGHT 7
401	PREPL8	NUM	8		REPLICATE WEIGHT 8
402	PREPL9	NUM	8		REPLICATE WEIGHT 9
403	PREPL10	NUM	8		REPLICATE WEIGHT 10
404	PREPL11	NUM	8		REPLICATE WEIGHT 11
405	PREPL12	NUM	8		REPLICATE WEIGHT 12
406	PREPL13	NUM	8		REPLICATE WEIGHT 13
407	PREPL14	NUM	8		REPLICATE WEIGHT 14
408	PREPL15	NUM	8		REPLICATE WEIGHT 15
409	PREPL16	NUM	8		REPLICATE WEIGHT 16
410	PREPL17	NUM	8		REPLICATE WEIGHT 17
411	PREPL18	NUM	8		REPLICATE WEIGHT 18
412	PREPL19	NUM	8		REPLICATE WEIGHT 19
413	PREPL20	NUM	8		REPLICATE WEIGHT 20
414	PREPL21	NUM	8		REPLICATE WEIGHT 21
415	PREPL22	NUM	8		REPLICATE WEIGHT 22
416	PREPL23	NUM	8		REPLICATE WEIGHT 23
417	PREPL24	NUM	8		REPLICATE WEIGHT 24
418	PREPL25	NUM	8		REPLICATE WEIGHT 25
419	PREPL26	NUM	8		REPLICATE WEIGHT 26
420	PREPL27	NUM	8		REPLICATE WEIGHT 27
421	PREPL28	NUM	8		REPLICATE WEIGHT 28
422	PREPL29	NUM	8		REPLICATE WEIGHT 29
423	PREPL30	NUM	8		REPLICATE WEIGHT 30
424	PREPL31	NUM	8		REPLICATE WEIGHT 31
425	PREPL32	NUM	8		REPLICATE WEIGHT 32
426	PXAD12AR	NUM	2	YXADF	UNAIDED + AIDED RECALL ACTIVE ARMY ADS
427	PXAD12RQ	NUM	2	YXADF	UNAIDED + AIDED RECALL ARMY ROTC ADS
428	PXAD12NG	NUM	2	YXADF	UNAIDED + AIDED RECALL ARMY NATL GUARD
429	PXAD12RV	NUM	2	YXADF	UNAIDED + AIDED RECALL ARMY RESERVE ADS
430	PXAD12AF	NUM	2	YXADF	UNAIDED + AIDED RECALL AIR FORCE ADS
431	PXAD12NA	NUM	2	YXADF	UNAIDED + AIDED RECALL NAVY ADS
432	PXAD12MC	NUM	2	YXADF	UNAIDED + AIDED RECALL MARINE CORPS ADS

ACOMS PARNMAIN VARIABLE LIST FOR OCTOBER 86 TO DECEMBER 87  
FINAL PERMANENT DOCUMENTATION

ORDER	VARIABLE	TYPE	LEN	FORMAT	LABEL
433	PXAD12CG	NUM	2	YXADF	UNAIDED + AIDED RECALL COAST GUARD ADS
434	PXAD12AL	NUM	2	YXADF	UNAIDED + AIDED RECALL JRAP ADS
435	PXKAEARN	NUM	2	YXKAF	KNOW: EARN MONEY FOR COLLEGE IN ARMY
436	PXKAEDBN	NUM	2	YXKAF	KNOW: AMOUNT OF ARMY EDUCATION BENEFITS
437	PXKASAME	NUM	2	YXKAF	KNOW: COMPAR ARMY ED BEN TO OTH BRANCHES
438	PXKAGIAR	NUM	2	YXKAF	KNOW: DOES THE ARMY OFFER THE GI BILL
439	PXKAGIAF	NUM	2	YXKAF	KNOW: DOES THE AIR FORCE OFFER THE GI BILL
440	PXKAGINA	NUM	2	YXKAF	KNOW: DOES THE NAVY OFFER THE GI BILL
441	PXKAGIMA	NUM	2	YXKAF	KNOW: DOES MARINE CORPS OFFER GI BILL
442	PXKAYRS	NUM	2	YXKAF	KNOW: MINIMUM ARMY ENLISTMENT
443	PXKADEP	NUM	2	YXKAF	KNOW: CAN Y JOIN ARMY DEP, ENTER YR LATR
444	PXKARGJN	NUM	2	YXKAF	KNOW: CAN HS JRS AGE 17 JOIN RESERVE/NG
445	PXKARGHS	NUM	2	YXKAF	KNOW: CAN ONLY HS GRADS JOIN RESERVE/NG
446	PXKAWARD	NUM	2	YXKAF	KNOW: WHO SPONSORS SCHOLAR-ATHLETE AWARD
447	PXKARGCL	NUM	2	YXKAF	KNOW: EARN COLLEGE MONEY IN RESERVE/NG
448	PXKARCGI	NUM	2	YXKAF	KNOW: MAX GI BILL AMOUNT IN RESERVE/NG
449	SCHOLGRP	NUM	2	SGFMT	ACADEMIC STATUS (FOR QUALITY INDEX)
450	HIWGT	NUM	8		ESTIMATED PROB. AFQT CAT. I-IIIA
451	LOWGT	NUM	8		ESTIMATED PROB. AFQT CAT. IIIB-V
452	PTVSH6	NUM	2	YESNO	MH13 DOES P WATCH TOUR OF DUTY

APPENDIX E. THE ARMY COMMUNICATIONS OBJECTIVES  
MEASUREMENT SYSTEM (ACOMS) PARENTAL CODEBOOK  
CONTENTS AND CONVENTIONS

The ACOMS Parental Codebook contains all variables present in the ACOMS SAS data files for the parental interviews. The Parental Codebook provides the analyst with a guide to the ACOMS survey data files. It should be used during analyses to: (a) answer simple questions based upon the unweighted frequency of response, (b) perform analyses on a variable's distribution to select appropriate analyses or to determine appropriate category combination, and (c) guide the use of operational, weighting, and segmentation variables.

Organization of the Data File

Variables appear in the same sequence in the Parental Codebook as the order in which they are stored on the data base. Variables added to the data set during the data collection period appear at the end of the data set and the Parental Codebook. Variables no longer used in later quarters remain in the SAS data set and remain in the codebook in their original positions. Thus, the sequence of variables in the Parental Codebook is not an exact representation of the sequence of items in the questionnaire because new questions are at the end of the codebook. The Annotated Questionnaire should be used to determine the sequence of questions during the interviews.

Although a number of changes were made to wording, subpopulations, response categories, and position, if the analytic intent of the item did not change, the variables maintained the same variable name and position on the data set.

Types of Variables Found in the Parental Codebook

The ACOMS parental survey data file contains questionnaire variables and non-questionnaire variables. Non-questionnaire items include segmentation variables which describe or define the characteristics of the respondent, weighting variables, geographic boundary variables, and operational variables (such as randomization variables and consistency check variables).

Questionnaire Variables

Questionnaire variables contain data keyed from interview responses.

### Segmentation Variables

Segmentation variables are special variables that: (a) describe the respondent in terms of special interest to the Army (e.g., whether the linked youth respondent would be included in the Youth Tracking Survey (YATS)), and (b) describe how the linked youth respondent was selected into the sample if special sub-sampling rules apply. For example, in the ACOMS youth sample, one in five females were selected for an extended interview. The variable FEMSAMP contains a 1 if the household has been designated as eligible for interviews with females, and a value of 2 if not. These variables and their origin are documented in the ACOMS Parental Codebook notes.

### Weighting Variables

Weighting variables are applied to the ACOMS sample during statistical procedures to: (a) compensate for unequal probabilities of selection, (b) adjust for undercoverage and non-response in the sample frame, and (c) adjust for complex instrument branching (subsampling of modules and questions) that occurs throughout the ACOMS instrument. A more complete discussion of weighting variables and their application during statistical analyses can be found in the section on guidelines for the analysis.

### Geographic Boundary Variables

Geographic boundary variables are those that describe the location of the respondent's residence in terms of geographic boundaries that are of particular interest to the Army. For example, BRIGBATT is a variable that contains the linked youth respondent's U.S. Army Recruiting Command (USAREC) brigade and battalion RSID code. These variables are coded from the respondent's area code and county of residence.

### Operational Variables--Randomization

The computer-assisted telephone interview (CATI) system generates random numbers which are used throughout the ACOMS instrument to randomize the presentation of lists and the selection of rotation modules and sections. Randomization variables contain random numbers and have the letters RAND as the first four letters in the variable name.

### Operational Variables--Consistency Checks

Consistency checks are used to check critical information for consistency.

## Parental Codebook Layout

For each variable, the Parental Codebook contains an order number, the variable name, the variable type, the length of the variable, the variable format, a variable label, value labels, unweighted frequencies, and special notes.

Figure E-1 is an example page of the ACOMS Parental Codebook.

### Order Number

(Figure E-1, #1) The order number corresponds to the order of the variable on the SAS data file. Variables are sorted by questionnaire module, and by order of administration or calculation within modules for the first quarter of data collection. Variables added in later quarters are appended to the end of the codebook and the SAS data file.

### Variable Name

(Figure E-1, #2) The variable names also appear in the Annotated Questionnaire (Appendix B) and the variable lists (Appendixes C and D). Variable names have been designed so that they identify the respondent and describe briefly the variable content. Many variable names begin with the letter "Y" or "P." The letter "Y" indicates youth respondents while the letter "P" indicates parental respondents. The remainder of the variable name represents the essence of the variable's contents. For example, the variable "PTWATCH" contains a code for whether or not the parent watches TV.

### Variable Type

(Figure E-1, #3) Each variable has an associated variable type. The type can be either numeric or character. In general, variables upon which calculations will be performed are numeric variables. Variables which will not be subject to calculation are character variables. For example, area of dominant influence (ADI) code is a character variable since a "Mean ADI" has no analytic meaning. Most variables coded from interview responses have a numeric type.

### Variable Length

(Figure E-1, #4) The variable length is a number describing how many positions the values of that variable occupy on the data record.

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
15	PSEXSSAMP	NUM	2	PSEXSSMP	WHICH PARENT TO INTERVIEW FROM THIS HH
1	1			FATHER	1840 45.5
2	2			MOTHER	2208 54.5

If a parental interview is to be conducted for one of the youths in a household, PSEXSSAMP indicates whether the father or the mother is selected. This variable is predesignated (on a 50/50 basis) for each telephone number selected into the sample.

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
16	BRIGADE	NUM	2	ROTCODE	USAREC RECRUITING BRIGADE
1	1			1ST RTG BDE-NE	940 23.2
2	2			2ND RTG BDE-SE	732 19.3
4	4			4TH RTG BDE-MW	1129 27.9
5	5			5TH RTG BDE-SW	723 17.9
6	6			6TH RTG BDE-W	474 11.7

The current numbering scheme for recruiting brigades, which is followed for the BRIGADE variable, is not the same as the RSID coding scheme.

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
17	ROTCREG	CHAR	2	ROTCFMT	ROTC REGION/BRIGADE
11	11			REGION 1,BDE 1	236 5.8
12	12			REGION 1,BDE 2	356 8.8
13	13			REGION 1,BDE 3	227 5.6
14	14			REGION 1,BDE 4	160 4.0
15	15			REGION 1,BDE 5	132 4.5
21	21			REGION 2,BDE 1	220 5.4
22	22			REGION 2,BDE 2	303 7.5
23	23			REGION 2,BDE 3	304 7.5
24	24			REGION 2,BDE 4	352 8.7
31	31			REGION 3,BDE 1	166 4.1
32	32			REGION 3,BDE 2	219 5.4
33	33			REGION 3,BDE 3	107 2.3
34	34			REGION 3,BDE 4	179 4.4
35	35			REGION 3,BDE 5	262 6.5
41	41			REGION 4,BDE 1	135 3.3
42	42			REGION 4,BDE 2	206 5.1
43	43			REGION 4,BDE 3	259 6.4
44	44			REGION 4,BDE 4	175 4.3

Key:

- |                     |                    |                                |
|---------------------|--------------------|--------------------------------|
| (1) Order number    | (5) Format         | (9) Unweighted frequency       |
| (2) Variable name   | (6) Variable label | (10) Percentage of total cases |
| (3) Variable type   | (7) Response code  | (11) Notes                     |
| (4) Variable length | (8) Value labels   |                                |

Figure E-1. Example of Parental Codebook contents and conventions.



### Format

(Figure E-1, #5) The variable format indicates whether a standard format has been used. Standard formats are used to associate value labels, variable types, and variable lengths for many variables at one time. For example, many variables have "YES" and "NO" as their primary response codes. The format "YESNO" provides value labels, variable types, and variable lengths for all variables for which responses consist primarily of "YES" and "NO."

### Variable Label

(Figure E-1, #6) Variable labels contain descriptive information about the contents and origin of the values within the associated variable. Survey response variables always contain the name of the screen from which the variable is coded. The remainder of the label is a description of the key concepts contained in the question.

### Values

(Figure E-1, #7) The values present in the data file are listed below the variable type. If there are no responses coded in a given category, the value will not appear in the Parental Codebook. However, the Annotated Questionnaire contains complete information about allowable values for all questionnaire variables.

### Value Labels

(Figure E-1, #8) Value labels for most values appear to the right of the value. Value labels contain a character definition of the corresponding value.

### Unweighted Frequencies and Percentages

(Figure E-1, #9, #10) Unweighted frequencies appear to the right of the variable label. Unweighted frequencies indicate frequencies of each value's occurrence in the data file, uncorrected for population characteristics. Percentages of total observations appear to the right of the frequencies.

### Notes

(Figure E-1, #11) Many of the variables in the Parental Codebook have notes listed below the unweighted frequencies which describe the derivation of the variables. These notes have been written for operational and segmentation variables.

### Missing Values

Missing value codes appear if a question is inapplicable, refused, or if the respondent answers "don't know." Respondents who are not part of the sub-population for a particular variable have a code of inapplicable (-1) for that variable in the data files.

However, missing values themselves are represented differently in the OS data files and the SAS data set. The following is a cross-reference of missing value codes.

<u>Missing Value</u>	<u>SAS</u>	<u>OS</u>	<u>Annotated Questionnaire</u>
Inapplicable	.	-1	-1
Refused	.R	-7	-7
Don't Know	.D	-8	-8
Not Ascertained	.N	-9	-9
Not on Quex	.Q	-1	-1

"Not ascertained" represents situations where questions should have been asked but were not. Although these situations are rare in a CATI interview, they do occur when an interviewer keys a response incorrectly and discovers the error after it is too late to back up and re-key. Data preparation staff correct the error and code all variables which should have a valid response but were inadvertently skipped a -9, or not ascertained.

"Not on Quex" represents situations where questions were asked during one or more sampling periods but not others. Any questions that were added to the questionnaire or deleted from it during the data collection period are included in the Parental Codebook. In these cases, .Q indicates the unweighted frequency of respondents who did not receive the question either because it was added after their interview had been conducted or because it was dropped before they were interviewed.

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

1 CASEID CHAR 8 \$CHAR HOUSEHOLD ID NUMBER

OTHER 4048 100.0

CASEID is an eight-digit household identifier. All analytic ACOMS data files are sorted by the variables CASEID and YUTHNUM. The first two digits of CASEID indicate the year/month of sampling (not necessarily interviewing) - 01 = October 1986, 02 = November 1986, etc. Therefore, each household throughout the duration of ACOMS will have a unique value for CASEID. Note that, although files are sorted by CASEID, the values for this variable are not necessarily consecutive.

2 YUTHNUM CHAR 2 \$CHAR YOUTH ID NUMBER

01	1014	25.0
02	2508	62.0
03	454	11.2
04	63	1.6
05	9	0.2

3 PARNNUM CHAR 2 \$CHAR PARENTAL ID NUMBER FOR BASM SEGMENT

01	1840	45.5
02	2208	54.5

4 SELYYMM NUM 4 YYYMMNUM YEAR AND MONTH HH SELECTED INTO SAMPLE

8610	OCTOBER 1986	212	5.2
8611	NOVEMBER 1986	211	5.2
8612	DECEMBER 1986	222	5.5
8701	JANUARY 1987	208	5.1
8702	FEBRUARY 1987	208	5.1
8703	MARCH 1987	201	5.0
8704	APRIL 1987	283	7.0
8705	MAY 1987	270	6.7
8706	JUNE 1987	324	8.0
8707	JULY 1987	312	7.7
8708	AUGUST 1987	304	7.5
8709	SEPTEMBER 1987	323	8.0
8710	OCTOBER 1987	354	8.7
8711	NOVEMBER 1987	341	8.4
8712	DECEMBER 1987	275	6.8

Note that this is the month of sampling and is not necessarily the interview date (for which see the variable PMAINDAT).

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
-------	----------	------	--------	--------	-------

5	YMAINDAT	CHAR	6	\$CHAR	DATE OF MAIN INTERVIEW
---	----------	------	---	--------	------------------------

	OTHER			4048	100.0
--	-------	--	--	------	-------

6	PMAINDAT	CHAR	6	\$CHAR	DATE OF PARENT INTERVIEW
---	----------	------	---	--------	--------------------------

	OTHER			4048	100.0
--	-------	--	--	------	-------

This variable is stored in the format YYMMDD.

7	PVERSION	NUM	2		PARENT INTERVIEW VERSION NUMBER
---	----------	-----	---	--	---------------------------------

	1			645	15.9
	2			617	15.2
	3			838	20.7
	4			844	20.8
	5			1104	27.3

Each parent was administered a parent questionnaire that corresponded to the instrument used for his target youth. For Fall 86, Winter 87, and Spring 87 Quarters, changes in the instrument were determined by the month the household was selected into the sample. For Summer 87 and Fall 87 Quarters, changes in the instrument were determined by the month the target youth began the main interview.

8	PMASFLG	NUM	2	PMASFLGF	PRIMARY MALE ANALYTIC SAMPLE FLAG
---	---------	-----	---	----------	-----------------------------------

	1	PMAS YOUTH		3260	80.5
	2	NOT PMAS YOUTH		788	19.5

9	PFASFLG	NUM	2	PFASFLGF	PRIMARY FEMALE ANALYTIC SAMPLE FLAG
---	---------	-----	---	----------	-------------------------------------

	1	PFAS YOUTH		590	14.6
	2	NOT PFAS YOUTH		3458	85.4

10	MARKFLG	NUM	2	MARKFLGF	RECRUITING MARKET FLAG
----	---------	-----	---	----------	------------------------

	1	IN RCTG MARKET		3850	95.1
	2	NOT IN RCTG MKT		198	4.9

11	YATSFLG	NUM	2	YATSFLGF	86 YATS II SAMPLE FLAG
----	---------	-----	---	----------	------------------------

	0	NOT YATS ELIG.		171	4.2
	1	MALES 16-21 YR		3284	81.1
	2	FEMALES 16-21 YR		593	14.6

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
12	PANELPEY	NUM	2	PEPANEL	YOUTH SAMPLE SUBGROUP FOR ANALYSIS
	1			CURRENT JR & SR	149 3.7
	2			CURRENT FR & SO	764 18.9
	3			STDNTS COL ORNT	2004 49.5
	4			STDNTS WORK ORNT	464 11.5
	5			W/DIPL NOT ENROL	642 15.9
	7			JR/SR NOT ENROLL	19 0.5
	8			EVERYONE ELSE	6 0.1

This variable is used to produce the education subgroups in the ACOMS quarterly tables. It is based on the target youth's educational experience.

13	ECALCAGE	NUM	3	SC9	CALCULATED AGE FROM DATE OF BIRTH
	16			1155	28.5
	17			1093	27.0
	18			753	18.6
	19			566	14.0
	20			481	11.9

This variable, the age of the target youth, is set from the date of birth (SC-9) or age (SC-10) in the screener, or from the reasked date of birth or age in the main youth interview. In a few cases, the only age information available is from the classification variable E13T024 (SC-10A). For such cases, a value for age is imputed.

14	RACE1	NUM	2	PSRACE	RACE/ETHNICITY FOR POST-STRATIFICATION
	1			BLACK NONHISP	367 9.1
	2			HISPANIC	269 6.6
	3			OTHER	3412 84.3

This variable, used for post-stratification, is computed from the variables EHISP and ERACE for the target youth (or from RHISP and RRACE, for those few cases in which these data are unavailable from the screener). In cases where missing data prevents this calculation, an imputed value is determined.

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
-------	----------	------	--------	--------	-------

15	PSEXSSAMP	NUM	2	PSEXSSMP	WHICH PARENT TO INTERVIEW FROM THIS HH
----	-----------	-----	---	----------	--

1	FATHER	1840	45.5
2	MOTHER	2208	54.5

If a parental interview is to be conducted for one of the youths in a household, PSEXSSAMP indicates whether the father or the mother is selected. This variable is predesignated (on a 50/50 basis) for each telephone number selected into the sample.

16	BRIGADE	NUM	2	RCTGBDE	USAREC RECRUITING BRIGADE
----	---------	-----	---	---------	---------------------------

1	1ST RCTG BDE-NE	940	23.2
2	2ND RCTG BDE-SE	782	19.3
4	4TH RCTG BDE-MW	1129	27.9
5	5TH RCTG BDE-SW	723	17.9
6	6TH RCTG BDE-W	474	11.7

The current numbering scheme for recruiting brigades, which is followed for the BRIGADE variable, is not the same as the RSID coding scheme.

17	ROTCREG	CHAR	2	\$ROTCFMT	ROTC REGION/BRIGADE
----	---------	------	---	-----------	---------------------

11	REGION 1,BDE 1	236	5.8
12	REGION 1,BDE 2	356	8.8
13	REGION 1,BDE 3	227	5.6
14	REGION 1,BDE 4	160	4.0
15	REGION 1,BDE 5	182	4.5
21	REGION 2,BDE 1	220	5.4
22	REGION 2,BDE 2	303	7.5
23	REGION 2,BDE 3	304	7.5
24	REGION 2,BDE 4	352	8.7
31	REGION 3,BDE 1	166	4.1
32	REGION 3,BDE 2	219	5.4
33	REGION 3,BDE 3	107	2.6
34	REGION 3,BDE 4	179	4.4
35	REGION 3,BDE 5	262	6.5
41	REGION 4,BDE 1	135	3.3
42	REGION 4,BDE 2	206	5.1
43	REGION 4,BDE 3	259	6.4
44	REGION 4,BDE 4	175	4.3

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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18	HHSTATE	CHAR	2	\$STATE	HH STATE	POSTAL	CODE
	AL			ALABAMA		125	3.1
	AR			ARKANSAS		36	0.9
	AZ			ARIZONA		38	0.9
	CA			CALIFORNIA		245	6.1
	CO			COLORADO		45	1.1
	CT			CONNECTICUT		60	1.5
	DC			DIST OF COLUMBIA		3	0.1
	DE			DELAWARE		14	0.3
	FL			FLORIDA		150	3.7
	GA			GEORGIA		112	2.8
	IA			IOWA		50	1.2
	ID			IDAHO		34	0.8
	IL			ILLINOIS		186	4.6
	IN			INDIANA		120	3.0
	KS			KANSAS		60	1.5
	KY			KENTUCKY		63	1.6
	LA			LOUISIANA		71	1.8
	MA			MASSACHUSETTS		95	2.3
	MD			MARYLAND		68	1.7
	ME			MAINE		34	0.8
	MI			MICHIGAN		236	5.8
	MN			MINNESOTA		92	2.3
	MO			MISSOURI		100	2.5
	MS			MISSISSIPPI		54	1.3
	MT			MONTANA		15	0.4
	NC			NORTH CAROLINA		120	3.0
	ND			NORTH DAKOTA		18	0.4
	NE			NEBRASKA		34	0.8
	NH			NEW HAMPSHIRE		15	0.4
	NJ			NEW JERSEY		109	2.7
	NM			NEW MEXICO		38	0.9
	NV			NEVADA		14	0.3
	NY			NEW YORK		247	6.1
	OH			OHIO		219	5.4
	OK			OKLAHOMA		57	1.4
	OR			OREGON		34	0.8
	PA			PENNSYLVANIA		227	5.6
	RI			RHODE ISLAND		24	0.6
	SC			SOUTH CAROLINA		62	1.5
	SD			SOUTH DAKOTA		12	0.3
	TN			TENNESSEE		116	2.9
	TX			TEXAS		268	6.6
	UT			UTAH		36	0.9
	VA			VIRGINIA		75	1.9
	VT			VERMONT		8	0.2
	WA			WASHINGTON		52	1.3
	WI			WISCONSIN		117	2.9

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
18	HHSTATE	CHAR	2	\$STATE	HH STATE POSTAL CODE
		WV		WEST VIRGINIA	22 0.5
		WY		WYOMING	18 0.4
19	CNTYFIPS	CHAR	3	\$CHAR	HH COUNTY FIPS CODE
		OTHER			4048 100.0
		3-digit Federal Information Processing Standard code for household's county. Note that this value can be looked up either based on zip code or county responses.			
20	ESEX	NUM	2	SEX	SEX OF ENUMERATED YOUTH
		1		MALE	3431 84.8
		2		FEMALE	617 15.2
21	PARENTED	NUM	2	PAREduc	EDUCATION OF PARENT, FROM YOUTH RECORD
		1		< HI SCH DIPLOMA	440 10.9
		2		HI SCH DIPLOMA	1972 48.7
		3		SOME COLLEGE	557 13.8
		4		COLLEGE GRADUATE	1079 26.7
22	IMPEDUCP	NUM	2	PAREduc	IMPUTED EDUCATION OF PARENT
		.		Inapplicable	3771 93.2
		1		< HI SCH DIPLOMA	48 1.2
		2		HI SCH DIPLOMA	126 3.1
		3		SOME COLLEGE	38 0.9
		4		COLLEGE GRADUATE	65 1.6
23	PBASWGHT	NUM	8		PARENT BASE WEIGHT
		POSITIVE			4048 100.0
		This variable does not reflect final weighting adjustments and normally should not be used for analysis.			
24	PARNWGHT	NUM	8		PARENT FINAL ADJUSTED WEIGHT
		POSITIVE			4048 100.0



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
25	PWGHTMH	NUM	8		WEIGHT FOR MH MODULE
		POSITIVE		2066	51.0
		ZERO		1982	49.0
26	PWGHTKA	NUM	8		WEIGHT FOR KA MODULE
		POSITIVE		1981	48.9
		ZERO		2067	51.1
27	PWGHTPEA	NUM	8		WEIGHT FOR PE (ACTIVE)
		POSITIVE		3646	90.1
		ZERO		402	9.9
28	PWGHTPEV	NUM	8		WEIGHT FOR PE (RESERVE)
		POSITIVE		735	18.2
		ZERO		3313	81.8
29	PWGHTPEG	NUM	8		WEIGHT FOR PE (NATIONAL GUARD)
		POSITIVE		719	17.8
		ZERO		3329	82.2
30	PWGHTPEF	NUM	8		WEIGHT FOR PE (AIR FORCE)
		POSITIVE		356	8.8
		ZERO		3692	91.2
31	PWGHTPEM	NUM	8		WEIGHT FOR PE (MARINE CORPS)
		POSITIVE		400	9.9
		ZERO		3648	90.1
32	PWGHTPEN	NUM	8		WEIGHT FOR PE (NAVY)
		POSITIVE		371	9.2
		ZERO		3677	90.8
33	PWGHTPES	NUM	8		WEIGHT FOR PE (MILITARY)
		POSITIVE		371	9.2
		ZERO		3677	90.8

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
34	PWGHTPEW	NUM	8		WEIGHT FOR PE (CIVILIAN JOB)
		POSITIVE		355	8.8
		ZERO		3693	91.2
35	PWGHTPEC	NUM	8		WEIGHT FOR PE (COLLEGE)
		POSITIVE		360	8.9
		ZERO		3688	91.1
36	PWGHTPER	NUM	8		WEIGHT FOR PE (ROTC/OFFICER)
		POSITIVE		2724	67.3
		ZERO		1324	32.7
37	PWFACMH	NUM	8		WEIGHT FACTOR FOR MH MODULE
		POSITIVE		2066	51.0
		ZERO		1982	49.0
38	PWFACKA	NUM	8		WEIGHT FACTOR FOR KA MODULE
		POSITIVE		1981	48.9
		ZERO		2067	51.1
39	PWFACPEA	NUM	8		WEIGHT FACTOR FOR PE (ACTIVE)
		POSITIVE		3646	90.1
		ZERO		402	9.9
40	PWFACPEV	NUM	8		WEIGHT FACTOR FOR PE (RESERVE)
		POSITIVE		735	18.2
		ZERO		3313	81.8
41	PWFACPEG	NUM	8		WEIGHT FACTOR FOR PE (NATIONAL GUARD)
		POSITIVE		719	17.8
		ZERO		3329	82.2
42	PWFACPEF	NUM	8		WEIGHT FACTOR FOR PE (AIR FORCE)
		POSITIVE		356	8.8
		ZERO		3692	91.2

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
43	PWFACPEM	NUM	8		WEIGHT FACTOR FOR PE (MARINE CORPS)
		POSITIVE		400	9.9
		ZERO		3648	90.1
44	PWFACPEN	NUM	8		WEIGHT FACTOR FOR PE (NAVY)
		POSITIVE		371	9.2
		ZERO		3677	90.8
45	PWFACPES	NUM	8		WEIGHT FACTOR FOR PE (MILITARY)
		POSITIVE		371	9.2
		ZERO		3677	90.8
46	PWFACPEW	NUM	8		WEIGHT FACTOR FOR PE (CIVILIAN JOB)
		POSITIVE		355	8.8
		ZERO		3693	91.2
47	PWFACPEC	NUM	8		WEIGHT FACTOR FOR PE (COLLEGE)
		POSITIVE		360	8.9
		ZERO		3688	91.1
48	PWFACPER	NUM	8		WEIGHT FACTOR FOR PE (ROTC/OFFICER)
		POSITIVE		2724	67.3
		ZERO		1324	32.7
49	RANDROP	NUM	2	RANDROP	PARENTAL MODULE ROTATION VARIABLE
		1		NO MODULES	683 16.9
		2		MH ONLY	727 18.0
		3		KA ONLY	686 16.9
		4		MH ONLY	657 16.2
		5		KA ONLY	613 15.1
		6		KA & MH	682 16.8

The modules MH (Media Habits) and KA (Knowledge-Awareness) are only administered to a randomly-selected subset of respondents. This randomization is accomplished in such a manner that each of these modules is administered to approximately half of the respondents. Each individual respondent receives either one or two of these modules. RANDROP indicates the module(s) administered to each respondent. Each parent receives the same module(s) as the target youth.

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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50 PIOFTPLN NUM 2 PIFREQ PI2 FREQ OF P TALKS W/ Y ABOUT PLANS

.D	Don't know	13	0.3
.R	Refused	1	0.0
1	NEVER	87	2.1
2	RARELY	265	6.5
3	OCCASIONALLY	1596	39.4
4	OFTEN	2086	51.5

51 PITLKOPN NUM 2 PTLKOPN PI5 DOES P GIVE OPINION DURING TALK W/ Y

.	Inapplicable	87	2.1
.D	Don't know	90	2.2
.R	Refused	1	0.0
1	GIVE OPINION	2026	50.0
2	STAY NEUTRAL	1844	45.6

52 PINFPLAN NUM 2 PIPLAN PI6 P SELF-REP INFLUENCE Y FUTURE PLANS

.D	Don't know	44	1.1
.R	Refused	1	0.0
1	GREAT DEAL INF	572	14.1
2	CONSIDERABLE INF	996	24.6
3	SOME INF	1840	45.5
4	VERY LITTLE INF	501	12.4
5	NO INF AT ALL	94	2.3

53 PILIKEDO NUM 2 PILIKEDO PI7 WHAT P WANTS Y TO DO IN FUTURE

.D	Don't know	99	2.4
.R	Refused	2	0.0
1	GO TO COLLEGE	2725	67.3
2	VOTECH TRAINING	610	15.1
3	FULL-TIME JOB	218	5.4
4	JOIN ARMED SERV	265	6.5
5	MARRY & NOT WORK	10	0.2
91	SOMETHING ELSE	119	2.9

54 PILIKEOS CHAR 30 \$CHAR PI7 WHAT P WANTS Y TO DO - OTHER SPECIFY

.	Inapplicable	3929	97.1
OTHER		119	2.9

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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55	PIMENMIL	NUM	2	PIOPIN	PI8 SHOULD YOUNG MEN SERVE IN MILITARY	
	.D			Don't know	221	5.5
	.R			Refused	12	0.3
	1			DEFINITELY GOOD	1115	27.5
	2			PROBABLY GOOD	2088	51.6
	3			PROB NOT GOOD	473	11.7
	4			DEFIN NOT GOOD	139	3.4
56	PIWOMMIL	NUM	2	PIOPIN	PI9 SHOULD YOUNG WOMEN SERVE IN MILITARY	
	.D			Don't know	294	7.3
	.R			Refused	16	0.4
	1			DEFINITELY GOOD	285	7.0
	2			PROBABLY GOOD	1621	40.0
	3			PROB NOT GOOD	1390	34.3
	4			DEFIN NOT GOOD	442	10.9
57	PITLKMIL	NUM	2	YESNO	PI10 HAS P TALKED TO Y ABOUT ENLISTING	
	.D			Don't know	5	0.1
	1			YES	2271	56.1
	2			NO	1772	43.8
58	PIOFTMIL	NUM	2	PIFREQ	PI11 FREQ OF P TALK TO Y ABOUT ENLISTING	
	.			Inapplicable	1775	43.8
	.D			Don't know	7	0.2
	1			NEVER	9	0.2
	2			RARELY	578	14.3
	3			OCCASIONALLY	1221	30.2
	4			OFTEN	458	11.3
59	PI11CHK	NUM	2	CCHECK	CONST. CHECK: PI10, PI11	
	.			Inapplicable	4041	99.8
	1			INCONSIST. DATA	7	0.2
60	PITLKRAN	NUM	2	PIOFFIC	PI14 DISCUSSED Y AS OFFICER OR ENLISTED	
	.			Inapplicable	2369	58.5
	.D			Don't know	22	0.5
	1			ENLISTED	566	14.0
	2			OFFICER	352	8.7
	3			BOTH	548	13.5
	4			NEITHER	191	4.7

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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61 PITLKAR NUM 2 YESNO PI15 SERVICE DISCUSSED WAS ARMY

.	Inapplicable	2369	58.5
.D	Don't know	47	1.2
.R	Refused	1	0.0
1	YES	674	16.7
2	NO	957	23.6

62 PITLKNA NUM 2 YESNO PI15 SERVICE DISCUSSED WAS NAVY

.	Inapplicable	2369	58.5
.D	Don't know	47	1.2
.R	Refused	1	0.0
1	YES	627	15.5
2	NO	1004	24.8

63 PITLKAF NUM 2 YESNO PI15 SERVICE DISCUSSED WAS AIR FORCE

.	Inapplicable	2369	58.5
.D	Don't know	47	1.2
.R	Refused	1	0.0
1	YES	844	20.8
2	NO	787	19.4

64 PITLKMC NUM 2 YESNO PI15 SERVICE DISCUSSED WAS MARINE CORPS

.	Inapplicable	2369	58.5
.D	Don't know	47	1.2
.R	Refused	1	0.0
1	YES	319	7.9
2	NO	1312	32.4

65 PITLKALL NUM 2 YESNO PI15 SERVICE DISCUSSED WAS ALL SERVICES

.	Inapplicable	2369	58.5
.D	Don't know	47	1.2
.R	Refused	1	0.0
1	YES	333	8.2
2	NO	1298	32.1

66 PITLKACT NUM 2 YESNO PI16 P TALKED TO Y ABOUT ACTIVE DUTY

.	Inapplicable	2369	58.5
.D	Don't know	17	0.4
.R	Refused	1	0.0
1	YES	521	12.9
2	NO	1140	28.2

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

67 PITLKRV NUM 2 YESNO PI16 P TALKED TO Y ABOUT RESERVE

.	Inapplicable	2369	58.5
.D	Don't know	17	0.4
.R	Refused	1	0.0
1	YES	341	8.4
2	NO	1320	32.6

68 PITLKNG NUM 2 YESNO PI16 P TALKED TO Y ABOUT NATIONAL GUARD

.	Inapplicable	2369	58.5
.D	Don't know	17	0.4
.R	Refused	1	0.0
1	YES	276	6.8
2	NO	1385	34.2

69 PIMILOPN NUM 2 PMILOPN PI17 P ENCOURAGE/DISCOURAGE Y TO ENLIST

.	Inapplicable	2369	58.5
.D	Don't know	17	0.4
1	ENCOURAGE	654	16.2
2	STAY NEUTRAL	849	21.0
3	DISCOURAGE	159	3.9

70 PINFMIL NUM 2 PIPLAN PI18 P SELF-REP INFLUENCE Y ENLIST PLANS

.D	Don't know	112	2.8
.R	Refused	3	0.1
1	GREAT DEAL INF	318	7.9
2	CONSIDERABLE INF	384	9.5
3	SOME INF	1102	27.2
4	VERY LITTLE INF	1086	26.8
5	NO INF AT ALL	1043	25.8

71 PIPDIADS NUM 2 YESNO PI19 DID P POINT OUT SERVICE ADS TO Y

.D	Don't know	20	0.5
1	YES	760	18.8
2	NO	3268	80.7

72 PISUGREC NUM 2 YESNO PI21 P SUGGEST Y SEE MILITARY RECRUITER

.D	Don't know	6	0.1
.R	Refused	1	0.0
1	YES	707	17.5
2	NO	3334	82.4

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

73 PIRECAR NUM 2 YESNO PI22 P SUGGEST Y SEE ARMY RECRUITER

.	Inapplicable	3341	82.5
.D	Don't know	27	0.7
.R	Refused	1	0.0
1	YES	336	8.3
2	NO	343	8.5

74 PIRECNA NUM 2 YESNO PI22 P SUGGEST Y SEE NAVY RECRUITER

.	Inapplicable	3341	82.5
.D	Don't know	27	0.7
.R	Refused	2	0.0
1	YES	261	6.4
2	NO	417	10.3

75 PIRECAF NUM 2 YESNO PI22 P SUGGEST Y SEE AIR FORCE RECRUITER

.	Inapplicable	3341	82.5
.D	Don't know	30	0.7
.R	Refused	2	0.0
1	YES	350	8.6
2	NO	325	8.0

76 PIRECMA NUM 2 YESNO PI22 P SUGGEST Y SEE MARINE RECRUITER

.	Inapplicable	3341	82.5
.D	Don't know	31	0.8
.R	Refused	2	0.0
1	YES	176	4.3
2	NO	498	12.3

77 PIRCMAIL NUM 2 YESNO PI23 RECEIVE MILITARY RECRUITING MAIL

.D	Don't know	82	2.0
1	YES	2388	59.0
2	NO	1578	39.0

78 PIPRBMIL NUM 2 PPRBMIL PI25 P BELIEVE Y WILL/WON'T ENLIST

.D	Don't know	260	6.4
.R	Refused	2	0.0
1	DEFINITELY WILL	134	3.3
2	PROBABLY WILL	839	20.7
3	PROB WILL NOT	1830	45.2
4	DEFIN WILL NOT	983	24.3



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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79 PIEXPRAN NUM 2 PEXPECT PI26 P EXPECT Y TO BE OFFICER/ENLISTED

.	Inapplicable	3075	76.0
.D	Don't know	79	2.0
.R	Refused	1	0.0
1	ENLISTED PERSON	601	14.8
2	OFFICER	292	7.2

80 PIPHYS NUM 2 RANGIMP IAP2 IMP OF HAVING PHYSICAL CHALLENGE

.D	Don't know	37	0.9
.R	Refused	2	0.0
1	NOT AT ALL IMPOR	112	2.8
2	SCALE POINT 2	167	4.1
3	SCALE POINT 3	855	21.1
4	SCALE POINT 4	1025	25.3
5	VERY IMPORTANT	1850	45.7

81 RANDIAP NUM 2 RANDIAY IAP2 RANDOM NUMBER SELECTED

1	START: PHYS	209	5.2
2	START: HIQUAL	208	5.1
3	START: CASHED	217	5.4
4	START: TRAIN	201	5.0
5	START: SELCON	244	6.0
6	START: CNTRY	216	5.3
7	START: LEADER	214	5.3
8	START: HITECH	227	5.6
9	START: PROUD	220	5.4
10	START: POTEN	209	5.2
11	START: CIVCAR	223	5.5
12	START: SERCOM	28	0.7
13	START: WEEKEN	238	5.9
14	START: HOME	183	4.5
15	START: STEP	248	6.1
16	START: MATURE	217	5.4
17	START: INNOV	206	5.1
18	START: MENTAL	221	5.5
19	START: SERPAR	175	4.3
20	START: WIDE	144	3.6

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
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82	PIHIQUAL	NUM	2	RANGIMP	IAP2 IMP OF HIGHLY TRAINED COWORKERS
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.D	Don't know	25	0.6
.R	Refused	1	0.0
1	NOT AT ALL IMPOR	55	1.4
2	SCALE POINT 2	91	2.2
3	SCALE POINT 3	517	12.8
4	SCALE POINT 4	936	23.1
5	VERY IMPORTANT	2423	59.9

83	PICASHED	NUM	2	RANGIMP	IAP2 IMP OF EARNING MONEY FOR EDUCATION
----	----------	-----	---	---------	---

.D	Don't know	33	0.8
.R	Refused	3	0.1
1	NOT AT ALL IMPOR	212	5.2
2	SCALE POINT 2	253	6.3
3	SCALE POINT 3	790	19.5
4	SCALE POINT 4	798	19.7
5	VERY IMPORTANT	1959	48.4

84	PITRAIN	NUM	2	RANGIMP	IAP2 IMP OF TRAINING IN USEFUL SKILLS
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.D	Don't know	25	0.6
.R	Refused	1	0.0
1	NOT AT ALL IMPOR	59	1.5
2	SCALE POINT 2	87	2.1
3	SCALE POINT 3	416	10.3
4	SCALE POINT 4	874	21.6
5	VERY IMPORTANT	2586	63.9

85	PISELCON	NUM	2	RANGIMP	IAP2 IMP OF DEVELOPING SELF-CONFIDENCE
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.D	Don't know	19	0.5
1	NOT AT ALL IMPOR	58	1.4
2	SCALE POINT 2	40	1.0
3	SCALE POINT 3	218	5.4
4	SCALE POINT 4	520	12.8
5	VERY IMPORTANT	3193	78.9

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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86 PICNTRY NUM 2 RANGIMP IAP2 IMP OF SERVING COUNTRY

.D	Don't know	59	1.5
.R	Refused	11	0.3
1	NOT AT ALL IMPOR	255	6.3
2	SCALE POINT 2	226	5.6
3	SCALE POINT 3	858	21.2
4	SCALE POINT 4	717	17.7
5	VERY IMPORTANT	1922	47.5

87 PILEADER NUM 2 RANGIMP IAP2 IMP OF DEVELOPING LEADERSHIP SKILLS

.D	Don't know	20	0.5
1	NOT AT ALL IMPOR	69	1.7
2	SCALE POINT 2	96	2.4
3	SCALE POINT 3	496	12.3
4	SCALE POINT 4	898	22.2
5	VERY IMPORTANT	2469	61.0

88 PIHITECH NUM 2 RANGIMP IAP2 IMP OF WORKING WITH HI-TECH EQUIP

.D	Don't know	31	0.8
.R	Refused	2	0.0
1	NOT AT ALL IMPOR	134	3.3
2	SCALE POINT 2	166	4.1
3	SCALE POINT 3	736	18.2
4	SCALE POINT 4	903	22.3
5	VERY IMPORTANT	2076	51.3

89 PIPROUD NUM 2 RANGIMP IAP2 IMP OF EXPERIENCES TO BE PROUD OF

.D	Don't know	23	0.6
.R	Refused	1	0.0
1	NOT AT ALL IMPOR	43	1.1
2	SCALE POINT 2	33	0.8
3	SCALE POINT 3	220	5.4
4	SCALE POINT 4	589	14.6
5	VERY IMPORTANT	3139	77.5

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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90 PIPOTEN NUM 2 RANGIMP IAP2 IMP OF DEVELOPING POTENTIAL

.D	Don't know	14	0.3
.R	Refused	1	0.0
1	NOT AT ALL IMPOR	38	0.9
2	SCALE POINT 2	46	1.1
3	SCALE POINT 3	197	4.9
4	SCALE POINT 4	538	13.3
5	VERY IMPORTANT	3214	79.4

91 PICIVCAR NUM 2 RANGIMP IAP2 IMP OF HELPING CIVILIAN CAREER DEV

.D	Don't know	26	0.6
.R	Refused	1	0.0
1	NOT AT ALL IMPOR	48	1.2
2	SCALE POINT 2	66	1.6
3	SCALE POINT 3	336	8.3
4	SCALE POINT 4	822	20.3
5	VERY IMPORTANT	2749	67.9

92 PISERCOM NUM 2 RANGIMP IAP2 IMP OF COMMUNITY SERVICE

.D	Don't know	5	0.1
.Q	Not on quex	3403	84.1
.R	Refused	1	0.0
1	NOT AT ALL IMPOR	10	0.2
2	SCALE POINT 2	28	0.7
3	SCALE POINT 3	119	2.9
4	SCALE POINT 4	146	3.6
5	VERY IMPORTANT	336	8.3

93 PIWEEKEN NUM 2 RANGIMP IAP2 IMP OF WEEKEND EXCITEMENT

.D	Don't know	41	1.0
.R	Refused	3	0.1
1	NOT AT ALL IMPOR	466	11.5
2	SCALE POINT 2	532	13.1
3	SCALE POINT 3	1253	31.0
4	SCALE POINT 4	637	15.7
5	VERY IMPORTANT	1116	27.6

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

94 PIHOME NUM 2 RANGIMP IAP2 IMP OF STAYING IN OWN HOMETOWN

.D	Don't know	47	1.2
.R	Refused	2	0.0
1	NOT AT ALL IMPOR	845	20.9
2	SCALE POINT 2	611	15.1
3	SCALE POINT 3	1128	27.9
4	SCALE POINT 4	426	10.5
5	VERY IMPORTANT	989	24.4

95 PISTEP NUM 2 RANGIMP IAP2 IMP OF STEPPING FROM HS TO COLLEGE

.D	Don't know	106	2.6
.R	Refused	1	0.0
1	NOT AT ALL IMPOR	577	14.3
2	SCALE POINT 2	391	9.7
3	SCALE POINT 3	859	21.2
4	SCALE POINT 4	666	16.5
5	VERY IMPORTANT	1448	35.8

96 PIMATURE NUM 3 RANGIMP IAP2 IMP OF BECOMING MATURE/RESPONSIBLE

.D	Don't know	13	0.3
1	NOT AT ALL IMPOR	54	1.3
2	SCALE POINT 2	62	1.5
3	SCALE POINT 3	273	6.7
4	SCALE POINT 4	568	14.0
5	VERY IMPORTANT	3078	76.0

97 PIINNOV NUM 2 RANGIMP IAP2 IMP OF USING OWN JUDGMENT

.D	Don't know	16	0.4
1	NOT AT ALL IMPOR	38	0.9
2	SCALE POINT 2	43	1.1
3	SCALE POINT 3	225	5.6
4	SCALE POINT 4	757	18.7
5	VERY IMPORTANT	2969	73.3

98 PIMENTAL NUM 2 RANGIMP IAP2 IMP OF HAVING MENTAL CHALLENGE

.D	Don't know	36	0.9
.R	Refused	1	0.0
1	NOT AT ALL IMPOR	64	1.6
2	SCALE POINT 2	62	1.5
3	SCALE POINT 3	313	7.7
4	SCALE POINT 4	765	18.9
5	VERY IMPORTANT	2807	69.3

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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99	PTVWATCH NUM	2	YESNO	MH1 PARENT REGULARLY WATCHES TV		
	.		Inapplicable		1982	49.0
	.D		Don't know		1	0.0
	1		YES		1400	34.6
	2		NO		665	16.4

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

100 PTVHRREG NUM 3 MH2 HRS PER WEEK WATCH NETWORK TV

.	Inapplicable	2328	57.5
.D	Don't know	22	0.5
0		35	0.9
1		45	1.1
2		92	2.3
3		100	2.5
4		92	2.3
5		119	2.9
6		86	2.1
7		70	1.7
8		83	2.1
9		8	0.2
10		246	6.1
11		4	0.1
12		89	2.2
13		2	0.0
14		75	1.9
15		141	3.5
16		17	0.4
17		3	0.1
18		15	0.4
20		164	4.1
21		24	0.6
22		3	0.1
24		10	0.2
25		34	0.8
28		22	0.5
30		50	1.2
32		3	0.1
35		18	0.4
36		1	0.0
38		1	0.0
40		21	0.5
42		2	0.0
45		2	0.0
48		2	0.0
50		7	0.2
55		1	0.0
56		4	0.1
60		1	0.0
70		1	0.0
80		2	0.0
84		1	0.0
85		1	0.0
100		1	0.0

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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101	PTVHRCAB	NUM	3	MH2 HRS PER WEEK WATCH CERTAIN CABLE TV	
	.			Inapplicable	2328 57.5
	.D			Don't know	20 0.5
	.R			Refused	1 0.0
	0				760 18.8
	1				72 1.8
	2				132 3.3
	3				103 2.5
	4				93 2.3
	5				108 2.7
	6				50 1.2
	7				39 1.0
	8				48 1.2
	9				5 0.1
	10				125 3.1
	12				28 0.7
	13				1 0.0
	14				8 0.2
	15				29 0.7
	16				5 0.1
	17				2 0.0
	18				4 0.1
	20				53 1.3
	21				1 0.0
	24				4 0.1
	25				8 0.2
	28				4 0.1
	30				10 0.2
	32				1 0.0
	35				1 0.0
	40				2 0.0
	42				1 0.0
	60				1 0.0
	70				1 0.0
102	MHP2CHK1	NUM	2	CCHECK	CONST CHECK: MH1 = 1 & MH2 = 0 HOURS
	.			Inapplicable	4044 99.9
	1			INCONSIST. DATA	4 0.1
103	MHP2CHK2	NUM	2	CCHECK	CONST CHECK: MH2 > 168 HOURS
	.			Inapplicable	4048 100.0



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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104	PTVCAB1	NUM	2	YESNO	MH11 DOES PARENT WATCH MTV		
	.			Inapplicable		3099	76.6
	.D			Don't know		1	0.0
	1			YES		110	2.7
	2			NO		838	20.7
105	PTVCAB2	NUM	2	YESNO	MH11 DOES PARENT WATCH NASHVILLE NETWORK		
	.			Inapplicable		3099	76.6
	.D			Don't know		5	0.1
	1			YES		264	6.5
	2			NO		680	16.8
106	PTVCAB3	NUM	2	YESNO	MH11 DOES PARENT WATCH ESPN [SPORTS]		
	.			Inapplicable		3099	76.6
	1			YES		578	14.3
	2			NO		371	9.2
107	PTVCAB4	NUM	2	YESNO	MH11 DOES PARENT WATCH WTBS [SYNDICATED]		
	.			Inapplicable		3099	76.6
	.D			Don't know		15	0.4
	1			YES		422	10.4
	2			NO		512	12.6
108	PTVCAB5	NUM	2	YESNO	MH11 DOES P WATCH BLACK ENTERTAINMENT TV		
	.			Inapplicable		3099	76.6
	.D			Don't know		3	0.1
	1			YES		113	2.8
	2			NO		833	20.6
109	PTVSPORT	NUM	2	YESNO	MH12 DOES PARENT VIEW SPORTS		
	.			Inapplicable		2355	58.2
	.D			Don't know		3	0.1
	1			YES		1144	28.3
	2			NO		546	13.5
110	PTVMYS	NUM	2	YESNO	MH12 DOES PARENT VIEW MYSTERIES		
	.			Inapplicable		2355	58.2
	.D			Don't know		2	0.0
	1			YES		1080	26.7
	2			NO		611	15.1

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

111 PTVDRAMA NUM 2 YESNO MH12 DOES PARENT VIEW GENERAL DRAMA

.  
.D  
1  
2  
Inapplicable  
Don't know  
YES  
NO  
2355  
2  
1006  
685  
58.2  
0.0  
24.9  
16.9

112 PTVMUSIC NUM 2 YESNO MH12 DOES PARENT VIEW MUSIC/VIDEOS

.  
1  
2  
Inapplicable  
YES  
NO  
2355  
550  
1143  
58.2  
13.6  
28.2

113 PTVCOMDY NUM 2 YESNO MH12 DOES PARENT VIEW SITCOMS

.  
.D  
1  
2  
Inapplicable  
Don't know  
YES  
NO  
2355  
1  
1255  
437  
58.2  
0.0  
31.0  
10.8

114 PTVMOVIE NUM 2 YESNO MH12 DOES PARENT VIEW TV MOVIES

.  
1  
2  
Inapplicable  
YES  
NO  
2355  
1393  
300  
58.2  
34.4  
7.4

115 PTVTALK NUM 2 YESNO MH12 DOES PARENT VIEW TV TALK SHOWS

.  
1  
2  
Inapplicable  
YES  
NO  
2355  
870  
823  
58.2  
21.5  
20.3

116 PTVSH1 NUM 2 YESNO MH13 DOES PARENT WATCH DAVID LETTERMAN

.  
.D  
1  
2  
Inapplicable  
Don't know  
YES  
NO  
2355  
1  
137  
1555  
58.2  
0.0  
3.4  
38.4

117 PTVSH2 NUM 2 YESNO MH13 DOES P WATCH FRIDAY NIGHT VIDEOS

.  
1  
2  
Inapplicable  
YES  
NO  
2355  
115  
1578  
58.2  
2.8  
39.0

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
118	PTVSH3	NUM	2	YESNO	MH13 DOES P WATCH MONDAY NIGHT FOOTBALL
	.			Inapplicable	2355 58.2
	.D			Don't know	1 0.0
	1			YES	817 20.2
	2			NO	875 21.6
119	PTVSH4	NUM	2	YESNO	MH13 DOES P WATCH COLLEGE FOOTBALL
	.			Inapplicable	2355 58.2
	.D			Don't know	1 0.0
	1			YES	735 18.2
	2			NO	957 23.6
120	PTVSH5	NUM	2	YESNO	MH13 DOES P WATCH SUNDAY NIGHT MOVIES
	.			Inapplicable	2355 58.2
	.D			Don't know	4 0.1
	1			YES	983 24.3
	2			NO	706 17.4
121	PVCRHAVE	NUM	2	YESNO	MH14 DOES HOUSEHOLD HAVE A VCR
	.			Inapplicable	1982 49.0
	1			YES	1511 37.3
	2			NO	555 13.7

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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122 PVCRRHOUR NUM 3 MH15 HOURS PER WEEK SPENT WATCHING VCR

.	Inapplicable	2537	62.7
.D	Don't know	33	0.8
0		233	5.8
1		232	5.7
2		363	9.0
3		149	3.7
4		170	4.2
5		76	1.9
6		84	2.1
7		13	0.3
8		33	0.8
9		3	0.1
10		55	1.4
11		1	0.0
12		14	0.3
13		1	0.0
14		5	0.1
15		14	0.3
16		4	0.1
18		1	0.0
20		11	0.3
21		2	0.0
24		4	0.1
25		2	0.0
30		4	0.1
35		1	0.0
36		1	0.0
40		1	0.0
50		1	0.0

123 PRADLIS NUM 2 YESNO MH16 DOES PARENT LISTEN TO THE RADIO

.	Inapplicable	1982	49.0
1	YES	1516	37.5
2	NO	550	13.6

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

124 PRADHRAM NUM 3 MH17 HOW MANY HOURS PER WEEK AM RADIO

.	Inapplicable	2278	56.3
.D	Don't know	22	0.5
0		837	20.7
1		150	3.7
2		107	2.6
3		108	2.7
4		48	1.2
5		108	2.7
6		36	0.9
7		44	1.1
8		29	0.7
9		5	0.1
10		91	2.2
11		1	0.0
12		21	0.5
14		14	0.3
15		24	0.6
16		3	0.1
18		5	0.1
19		1	0.0
20		48	1.2
21		1	0.0
23		1	0.0
24		3	0.1
25		12	0.3
28		2	0.0
30		14	0.3
35		5	0.1
36		1	0.0
40		13	0.3
42		1	0.0
45		1	0.0
48		1	0.0
50		3	0.1
56		1	0.0
60		3	0.1
66		1	0.0
80		1	0.0
96		1	0.0
98		1	0.0
102		1	0.0
126		1	0.0

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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125 PRADHRFM NUM 3 MH17 HOW MANY HOURS PER WEEK FM RADIO

.	Inapplicable	2278	56.3
.D	Don't know	27	0.7
0		237	5.9
1		125	3.1
2		165	4.1
3		117	2.9
4		91	2.2
5		153	3.8
6		75	1.9
7		57	1.4
8		65	1.6
9		7	0.2
10		145	3.6
11		1	0.0
12		47	1.2
13		3	0.1
14		21	0.5
15		67	1.7
16		11	0.3
18		7	0.2
20		98	2.4
21		14	0.3
23		1	0.0
24		9	0.2
25		34	0.8
28		4	0.1
29		1	0.0
30		43	1.1
32		4	0.1
33		1	0.0
35		12	0.3
36		1	0.0
37		1	0.0
40		52	1.3
44		1	0.0
45		7	0.2
48		5	0.1
49		1	0.0
50		19	0.5
55		3	0.1
56		5	0.1
60		13	0.3
65		1	0.0
70		6	0.1
72		1	0.0
75		3	0.1
80		2	0.0

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
125	PRADHRFM	NUM	3		MH17 HOW MANY HOURS PER WEEK FM RADIO
	84			1	0.0
	100			5	0.1
	140			1	0.0
126	MP17CHK1	NUM	2	CCHECK	CONST CHECK: MH16 = 1 & MH17 = 0 HOURS
	.			Inapplicable	4048 100.0
127	MP17CHK2	NUM	2	CCHECK	CONST CHECK: MH17 > 168 HOURS
	.			Inapplicable	4048 100.0
128	PRADNEWS	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO NEWS
	.			Inapplicable	2331 57.6
	1			YES	1436 35.5
	2			NO	281 6.9
129	PRADCLAS	NUM	2	YESNO	MH26 DOES PARENT LISTEN CLASSICAL MUSIC
	.			Inapplicable	2331 57.6
	.D			Don't know	2 0.0
	1			YES	575 14.2
	2			NO	1140 28.2
130	PRADPOP	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO POP MUSIC
	.			Inapplicable	2331 57.6
	.D			Don't know	4 0.1
	1			YES	754 18.6
	2			NO	959 23.7
131	PRADCW	NUM	2	YESNO	MH26 DOES PARENT LISTEN COUNTRY MUSIC
	.			Inapplicable	2331 57.6
	1			YES	910 22.5
	2			NO	807 19.9
132	PRADSPOR	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO SPORTS
	.			Inapplicable	2331 57.6
	.D			Don't know	2 0.0
	1			YES	631 15.6
	2			NO	1084 26.8

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
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133	PRADTALK	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO TALK SHOWS
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.	Inapplicable	2331	57.6
1	YES	521	12.9
2	NO	1196	29.5

134	PRADROCK	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO ROCK MUSIC
-----	----------	-----	---	-------	---------------------------------------

.	Inapplicable	2331	57.6
1	YES	636	15.7
2	NO	1081	26.7

135	PRADEASY	NUM	2	YESNO	MH26 DOES PARENT LISTEN TO EASY MUSIC
-----	----------	-----	---	-------	---------------------------------------

.	Inapplicable	2331	57.6
.D	Don't know	5	0.1
1	YES	1105	27.3
2	NO	607	15.0

136	PRADSH1	NUM	2	YESNO	MH27 DOES P LISTEN TO AMERICAN TOP 40
-----	---------	-----	---	-------	---------------------------------------

.	Inapplicable	2331	57.6
.D	Don't know	2	0.0
1	YES	416	10.3
2	NO	1299	32.1

137	PRADSH2	NUM	2	YESNO	MH27 DOES P LISTEN TO KING BISCUIT HOUR
-----	---------	-----	---	-------	---

.	Inapplicable	2331	57.6
.D	Don't know	4	0.1
1	YES	14	0.3
2	NO	1699	42.0

138	PRADSH3	NUM	2	YESNO	MH27 DOES P LISTEN TO RICK DEES' TOP 40
-----	---------	-----	---	-------	---

.	Inapplicable	2331	57.6
.D	Don't know	13	0.3
1	YES	148	3.7
2	NO	1556	38.4

139	PRADSH4	NUM	2	YESNO	MH27 DOES P LISTEN TO METALSHOP
-----	---------	-----	---	-------	---------------------------------

.	Inapplicable	2331	57.6
.D	Don't know	2	0.0
1	YES	26	0.6
2	NO	1689	41.7



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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140 PRADSH5 NUM 2 YESNO MH27 DOES P LISTEN TO ROCKLINE

.	Inapplicable	2331	57.6
.D	Don't know	3	0.1
1	YES	41	1.0
2	NO	1673	41.3

141 PPAPREAD NUM 2 YPAPREA MH28 HOW OFTEN DOES P READ NEWSPAPER

.	Inapplicable	1982	49.0
.D	Don't know	1	0.0
1	NEVER	69	1.7
2	< TWICE A WEEK	177	4.4
3	2-3 TIMES A WEEK	300	7.4
4	4-5 TIMES A WEEK	211	5.2
5	DAILY	1308	32.3

142 PPAPHOUR NUM 3 MH29 HOURS PER WEEK READING NEWSPAPER

.	Inapplicable	2052	50.7
.D	Don't know	29	0.7
0		16	0.4
1		250	6.2
2		287	7.1
3		265	6.5
4		228	5.6
5		209	5.2
6		97	2.4
7		356	8.8
8		70	1.7
9		17	0.4
10		70	1.7
11		2	0.0
12		18	0.4
13		2	0.0
14		35	0.9
15		16	0.4
16		4	0.1
17		1	0.0
18		1	0.0
20		8	0.2
21		9	0.2
24		1	0.0
30		2	0.0
35		1	0.0
45		1	0.0
72		1	0.0

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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143 MHP29CHK NUM 2 CCHECK CONST CHECK: MH28 & MH29 HOURS  
 . Inapplicable 4048 100.0

144 PPAPSPOR NUM 2 YESNO MH30 DOES PARENT READ SPORTS  
 . Inapplicable 2068 51.1  
 1 YES 1026 25.3  
 2 NO 954 23.6

145 PPAPCOM NUM 2 YESNO MH30 DOES PARENT READ COMICS  
 . Inapplicable 2068 51.1  
 1 YES 858 21.2  
 2 NO 1122 27.7

146 PPAPNEWS NUM 2 YESNO MH30 DOES PARENT READ NEWS SECTION  
 . Inapplicable 2068 51.1  
 1 YES 1944 48.0  
 2 NO 36 0.9

147 PPAPLOC NUM 2 YESNO MH30 DOES PARENT READ LOCAL SECTION  
 . Inapplicable 2068 51.1  
 1 YES 1901 47.0  
 2 NO 79 2.0

148 PPAPFOOD NUM 2 YESNO MH30 DOES PARENT READ FOOD SECTION  
 . Inapplicable 2068 51.1  
 1 YES 1046 25.8  
 2 NO 934 23.1

149 PPAPSTYL NUM 2 YESNO MH30 DOES PARENT READ LIFESTYLE SECTION  
 . Inapplicable 2068 51.1  
 .D Don't know 2 0.0  
 1 YES 1137 28.1  
 2 NO 841 20.8

150 PPAPCLAS NUM 2 YESNO MH30 DOES PARENT READ CLASSIFIED  
 . Inapplicable 2068 51.1  
 1 YES 1128 27.9  
 2 NO 852 21.0

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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151	PMAGREAD NUM	2	YESNO	MH31 DOES PARENT READ MAGAZINES	
	.		Inapplicable	1982	49.0
	1		YES	1262	31.2
	2		NO	804	19.9

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
152	PMAG1	NUM	3	MAGFMT	MH32 MAGAZINE #1 READ ON REGULAR BASIS
.				Inapplicable	2786 68.8
.D				Don't know	6 0.1
.R				Refused	2 0.0
108				AMER JRNL OF NUR	1 0.0
109				AM JNL NRSNG G87	1 0.0
122				BLACK ENTERPRISE	1 0.0
125				BONE&JT SURG JNL	1 0.0
126				BOY'S LIFE	1 0.0
130				CAR AND DRIVER	2 0.0
131				CAR CRAFT	1 0.0
134				CAREERS	1 0.0
136				CHANGING TIMES	2 0.0
150				EBONY	36 0.9
152				FAMLY CMPUTG PGM	1 0.0
154				FIELD AND STREAM	14 0.3
159				GUIDEPOST	6 0.1
172				JET	4 0.1
173				JOURNEY	1 0.0
175				LIFE	19 0.5
179				MONEY	13 0.3
180				MOTOR TREND	4 0.1
188				NATL GEOGRAPHIC	47 1.2
194				NEWSWEEK	74 1.8
195				NEWSWK ON CAMPUS	1 0.0
197				NURSG OPPTNTY 87	1 0.0
200				NURSG WORLD JRNL	1 0.0
202				NURSING '86	1 0.0
203				OMNI	4 0.1
206				OUTDOOR LIFE	10 0.2
207				PARADE	2 0.0
209				PEOPLE	30 0.7
211				POPULAR MECHANIX	13 0.3
212				POPULAR SCIENCE	9 0.2
213				READERS DIGEST	105 2.6
216				ROAD AND TRACK	2 0.0
218				R.N. (REGD NURSE)	3 0.1
222				SCIENCE DIGEST	2 0.0
226				SPORTING NEWS	3 0.1
228				SPORTS	2 0.0
229				SPORTS AFIELD	4 0.1
231				SPORTS ILLUSTRTD	37 0.9
233				STEREO REVIEW	1 0.0
241				TIME	150 3.7
245				TV GUIDE	7 0.2
247				US NEWS WRLD RPT	35 0.9
991				OTHER	601 14.8

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
153	PMAG2	NUM	3	MAGFMT	MH32 MAGAZINE #2 READ ON REGULAR BASIS
.				Inapplicable	3252 80.3
108				AMER JRNL OF NUR	2 0.0
122				BLACK ENTERPRISE	1 0.0
130				CAR AND DRIVER	5 0.1
131				CAR CRAFT	1 0.0
136				CHANGING TIMES	7 0.2
150				EBONY	17 0.4
154				FIELD AND STREAM	12 0.3
157				GAMES	2 0.0
159				GUIDEPOST	7 0.2
162				HISPANC BUSINESS	1 0.0
165				HOT ROD	1 0.0
172				JET	14 0.3
175				LIFE	7 0.2
179				MONEY	17 0.4
180				MOTOR TREND	3 0.1
181				MUSIC EDUCATR JNL	1 0.0
184				NATL BLK MONITOR	1 0.0
188				NATL GEOGRAPHIC	62 1.5
194				NEWSWEEK	63 1.6
197				NURSG OPPTNTY 87	1 0.0
199				NURSG WRLD GD 87	1 0.0
202				NURSING '86	1 0.0
203				OMNI	5 0.1
206				OUTDOOR LIFE	7 0.2
209				PEOPLE	22 0.5
211				POPULAR MECHANIX	8 0.2
212				POPULAR SCIENCE	13 0.3
213				READERS DIGEST	107 2.6
217				ROLLING STONE	2 0.0
218				R.N. (REGD NURSE)	1 0.0
221				SCHOOL SHOP	1 0.0
224				SENIOR SCHOLASTC	1 0.0
225				SPORT	2 0.0
226				SPORTING NEWS	1 0.0
223				SPORTS	4 0.1
229				SPORTS AFIELD	6 0.1
230				SPORTS FITNESS	2 0.0
231				SPORTS ILLUSTRTD	28 0.7
241				TIME	71 1.8
245				TV GUIDE	9 0.2
247				US NEWS WRLD RPT	25 0.6
991				OTHER	254 6.3

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

154 PMAG3 NUM 3 MAGFMT MH32 MAGAZINE #3 READ ON REGULAR BASIS

.	Inapplicable	3646	90.1
122	BLACK ENTERPRISE	2	0.0
126	BOY'S LIFE	1	0.0
130	CAR AND DRIVER	1	0.0
136	CHANGING TIMES	4	0.1
150	EBONY	9	0.2
152	FAMILY COMPUTG PGM	1	0.0
154	FIELD AND STREAM	6	0.1
157	GAMES	1	0.0
159	GUIDEPOST	4	0.1
168	INSIDE SPORTS	1	0.0
172	JET	9	0.2
175	LIFE	9	0.2
179	MONEY	9	0.2
180	MOTOR TREND	2	0.0
188	NATL GEOGRAPHIC	35	0.9
194	NEWSWEEK	28	0.7
202	NURSING '86	1	0.0
203	OMNI	1	0.0
206	OUTDOOR LIFE	6	0.1
209	PEOPLE	18	0.4
211	POPULAR MECHANIX	7	0.2
212	POPULAR SCIENCE	6	0.1
213	READERS DIGEST	47	1.2
216	ROAD AND TRACK	1	0.0
217	ROLLING STONE	1	0.0
226	SPORTING NEWS	5	0.1
228	SPORTS	1	0.0
229	SPORTS AFIELD	2	0.0
231	SPORTS ILLUSTRTD	25	0.6
241	TIME	19	0.5
245	TV GUIDE	11	0.3
247	US NEWS WRLD RPT	12	0.3
991	OTHER	117	2.9

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

155 PMAG4 NUM 3 MAGFMT MH32 MAGAZINE #4 READ ON REGULAR BASIS

.	Inapplicable	3901	96.4
122	BLACK ENTERPRISE	3	0.1
136	CHANGING TIMES	3	0.1
141	CYCLE	1	0.0
150	EBONY	3	0.1
154	FIELD AND STREAM	2	0.0
165	HOT ROD	1	0.0
172	JET	1	0.0
175	LIFE	2	0.0
179	MONEY	3	0.1
188	NATL GEOGRAPHIC	10	0.2
194	NEWSWEEK	7	0.2
198	NURSING OUTLOOK	1	0.0
203	OMNI	1	0.0
206	OUTDOOR LIFE	3	0.1
209	PEOPLE	7	0.2
211	POPULAR MECHANIX	6	0.1
213	READERS DIGEST	18	0.4
222	SCIENCE DIGEST	1	0.0
229	SPORTS AFIELD	1	0.0
231	SPORTS ILLUSTRD	9	0.2
237	TEENAGER	1	0.0
241	TIME	8	0.2
245	TV GUIDE	6	0.1
246	USA TODAY	1	0.0
247	US NEWS WRLD RPT	4	0.1
991	OTHER	44	1.1

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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156 PMAG5 NUM 3 MAGFMT MH32 MAGAZINE #5 READ ON REGULAR BASIS

.	Inapplicable	4007	99.0
136	CHANGING TIMES	1	0.0
150	EBONY	1	0.0
154	FIELD AND STREAM	1	0.0
172	JET	2	0.0
175	LIFE	1	0.0
179	MONEY	2	0.0
188	NATL GEOGRAPHIC	2	0.0
194	NEWSWEEK	4	0.1
209	PEOPLE	3	0.1
213	READERS DIGEST	5	0.1
222	SCIENCE DIGEST	1	0.0
231	SPORTS ILLUSTRTD	1	0.0
241	TIME	4	0.1
245	TV GUIDE	4	0.1
991	OTHER	9	0.2

157 PMAG6 NUM 3 MAGFMT MH32 MAGAZINE #6 READ ON A REGULAR BASIS

.	Inapplicable	4036	99.7
154	FIELD AND STREAM	1	0.0
188	NATL GEOGRAPHIC	2	0.0
194	NEWSWEEK	1	0.0
213	READERS DIGEST	1	0.0
241	TIME	1	0.0
245	TV GUIDE	1	0.0
247	US NEWS WRLD RPT	1	0.0
991	OTHER	4	0.1



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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158 PMAGHOUR NUM 3 MH33 HOURS PER WEEK READING MAGAZINES

.	Inapplicable	2786	68.8
.D	Don't know	35	0.9
0		8	0.2
1		231	5.7
2		288	7.1
3		201	5.0
4		146	3.6
5		119	2.9
6		49	1.2
7		44	1.1
8		22	0.5
9		3	0.1
10		55	1.4
11		1	0.0
12		13	0.3
14		11	0.3
15		10	0.2
16		2	0.0
18		2	0.0
20		9	0.2
21		2	0.0
25		2	0.0
30		1	0.0
35		1	0.0
40		4	0.1
45		1	0.0
50		1	0.0
60		1	0.0

159 MHPCHK NUM 2 CCHECK CONST CHECK: TOTAL HOURS IN MHP > 168

.	Inapplicable	4048	100.0
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160 RANDKRP2 NUM 2 KNOW KR5-KR13 RANDOM NUMBER

.	Inapplicable	4	0.1
1	AIR FORCE	652	16.1
2	ARMY	703	17.4
3	ROTC	690	17.0
4	NATIONAL GUARD	642	15.9
5	RESERVE	550	13.6
6	COAST GUARD	402	9.9
7	MARINE CORPS	266	6.6
8	NAVY	99	2.4
9	ONE AD FOR ALL	40	1.0

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
161	RANDKRP	NUM	2	RANDKR	KR17 RANDOM NUMBER FOR SERVICE DISPLAY
	.			Inapplicable	152 3.8
	1			AIR FORCE	632 15.6
	2			ROTC	405 10.0
	3			ARMY NATL GUARD	455 11.2
	4			ARMY RESERVE	364 9.0
	5			COAST GUARD	198 4.9
	6			MARINES	759 18.8
	7			NAVY	546 13.5
	8			ALL SERVICES	537 13.3
162	PUN12NON	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NO SERVICES
	.D			Don't know	72 1.8
	.R			Refused	4 0.1
	1			YES	238 5.9
	2			NO	3734 92.2
163	PUN12AF	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR AIR FORCE
	.D			Don't know	72 1.8
	.R			Refused	4 0.1
	1			YES	2166 53.5
	2			NO	1806 44.6
164	PUN12AR	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ARMY
	.D			Don't know	72 1.8
	.R			Refused	4 0.1
	1			YES	3075 76.0
	2			NO	897 22.2
165	PUN12RO	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ROTC
	.D			Don't know	72 1.8
	.R			Refused	4 0.1
	1			YES	52 1.3
	2			NO	3920 96.8
166	PUN12NG	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NAT GUARD
	.D			Don't know	72 1.8
	.R			Refused	4 0.1
	1			YES	381 9.4
	2			NO	3591 88.7

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

167 PUN12RV NUM 2 YESNO KR1 UNAIDED AD RECALL FOR RESERVE

.D	Don't know	72	1.8
.R	Refused	4	0.1
1	YES	186	4.6
2	NO	3786	93.5

168 PUN12CG NUM 2 YESNO KR1 UNAIDED AD RECALL FOR COAST GUARD

.D	Don't know	72	1.8
.R	Refused	4	0.1
1	YES	364	9.0
2	NO	3608	89.1

169 PUN12MC NUM 2 YESNO KR1 UNAIDED AD RECALL FOR MARINE CORPS

.D	Don't know	72	1.8
.R	Refused	4	0.1
1	YES	2183	53.9
2	NO	1789	44.2

170 PUN12NA NUM 2 YESNO KR1 UNAIDED AD RECALL FOR NAVY

.D	Don't know	72	1.8
.R	Refused	4	0.1
1	YES	1990	49.2
2	NO	1982	49.0

171 PUN12ALL NUM 2 YESNO KR1 UNAIDED AD RECALL FOR ALL IN ONE AD

.D	Don't know	72	1.8
.R	Refused	4	0.1
1	YES	358	8.8
2	NO	3614	89.3

172 PKRROAF NUM 2 YESNO KR2 ROTC AD RECALLED FOR AIR FORCE

.	Inapplicable	3996	98.7
.D	Don't know	8	0.2
1	YES	11	0.3
2	NO	33	0.8

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

173 PKRROAR NUM 2 YESNO KR2 ROTC AD RECALLED FOR ARMY

.	Inapplicable	3996	98.7
.D	Don't know	8	0.2
1	YES	37	0.9
2	NO	7	0.2

174 PKRRONA NUM 2 YESNO KR2 ROTC AD RECALLED FOR NAVY

.	Inapplicable	3996	98.7
.D	Don't know	8	0.2
1	YES	12	0.3
2	NO	32	0.8

175 PKRROMC NUM 2 YESNO KR2 ROTC AD RECALLED FOR MARINES

.	Inapplicable	3996	98.7
.D	Don't know	8	0.2
1	YES	10	0.2
2	NO	34	0.8

176 PKRROCG NUM 2 YESNO KR2 ROTC AD RECALLED FOR COAST GUARD

.	Inapplicable	3996	98.7
.D	Don't know	8	0.2
1	YES	2	0.0
2	NO	42	1.0

177 PKRNGAF NUM 2 YESNO KR3 N GUARD AD RECALLED FOR AIR FORCE

.	Inapplicable	3667	90.6
.D	Don't know	90	2.2
1	YES	96	2.4
2	NO	195	4.8

178 PKRNGAR NUM 2 YESNO KR3 N GUARD AD RECALLED FOR ARMY

.	Inapplicable	3667	90.6
.D	Don't know	90	2.2
1	YES	243	6.0
2	NO	48	1.2

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
179	PKRNGNA	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR NAVY
	.			Inapplicable	3667 90.6
	.D			Don't know	90 2.2
	1			YES	32 0.8
	2			NO	259 6.4
180	PKRNGMC	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR MARINES
	.			Inapplicable	3667 90.6
	.D			Don't know	90 2.2
	1			YES	19 0.5
	2			NO	272 6.7
181	PKRNGCG	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR COAST GUARD
	.			Inapplicable	3667 90.6
	.D			Don't know	90 2.2
	1			YES	16 0.4
	2			NO	275 6.8
182	PKRRVAF	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR AIR FORCE
	.			Inapplicable	3862 95.4
	.D			Don't know	20 0.5
	1			YES	49 1.2
	2			NO	117 2.9
183	PKRRVAR	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR ARMY
	.			Inapplicable	3862 95.4
	.D			Don't know	20 0.5
	1			YES	149 3.7
	2			NO	17 0.4
184	PKRRVNA	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR NAVY
	.			Inapplicable	3862 95.4
	.D			Don't know	20 0.5
	1			YES	27 0.7
	2			NO	139 3.4

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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185 PKRRVMC NUM 2 YESNO KR4 RESERVE AD RECALLED FOR MARINES

.	Inapplicable	3862	95.4
.D	Don't know	20	0.5
1	YES	16	0.4
2	NO	150	3.7

186 PKRRVCG NUM 2 YESNO KR4 RESERVE AD RECALLED FOR COAST GUARD

.	Inapplicable	3862	95.4
.D	Don't know	20	0.5
1	YES	10	0.2
2	NO	156	3.9

187 PAIDAF NUM 2 YESNO KR6 AIDED AD RECALL FOR AIR FORCE

.	Inapplicable	2166	53.5
.D	Don't know	47	1.2
.R	Refused	2	0.0
1	YES	829	20.5
2	NO	1004	24.8

188 PAIDAR NUM 2 YESNO KR6 AIDED AD RECALL FOR ARMY

.	Inapplicable	3075	76.0
.D	Don't know	14	0.3
.R	Refused	1	0.0
1	YES	531	13.1
2	NO	427	10.5

189 PAIDARO NUM 2 YESNO KR7 AIDED AD RECALL FOR ARMY ROTC

.	Inapplicable	37	0.9
.D	Don't know	58	1.4
.N	Not ascertained	9	0.2
1	YES	2056	50.8
2	NO	1888	46.6

190 PAIDANG NUM 2 YESNO KR8 AIDED AD RECALL FOR ARMY NAT GUARD

.	Inapplicable	243	6.0
.D	Don't know	73	1.8
.N	Not ascertained	44	1.1
1	YES	2057	50.8
2	NO	1631	40.3

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

191 PAIDARV NUM 2 YESNO KR9 AIDED AD RECALL FOR ARMY RESERVE

.	Inapplicable	149	3.7
.D	Don't know	92	2.3
.N	Not ascertained	18	0.4
1	YES	2212	54.6
2	NO	1577	39.0

192 PAIDCG NUM 2 YESNO KR10 AIDED AD RECALL FOR COAST GUARD

.	Inapplicable	364	9.0
.D	Don't know	56	1.4
1	YES	1158	28.6
2	NO	2470	61.0

193 PAIDMC NUM 2 YESNO KR11 AIDED AD RECALL FOR MARINE CORPS

.	Inapplicable	2183	53.9
.D	Don't know	27	0.7
.R	Refused	1	0.0
1	YES	952	23.5
2	NO	885	21.9

194 PAIDNA NUM 2 YESNO KR12 AIDED AD RECALL FOR NAVY

.	Inapplicable	1990	49.2
.D	Don't know	35	0.9
.R	Refused	1	0.0
1	YES	758	18.7
2	NO	1264	31.2

195 PAIDALL NUM 2 YESNO KR13 AIDED AD RECALL FOR ALL SERVICES

.	Inapplicable	358	8.8
.D	Don't know	81	2.0
.R	Refused	1	0.0
1	YES	1410	34.8
2	NO	2198	54.3

196 PADARTV NUM 2 YESNO KR14 AIDED AD RECALL ARMY AD ON TV

.	Inapplicable	241	6.0
.D	Don't know	47	1.2
1	YES	3324	82.1
2	NO	436	10.8

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
197	PADARRAD	NUM	2	YESNO	KR14 RECALLS ARMY AD ON RADIO
	.			Inapplicable	241 6.0
	.D			Don't know	91 2.2
	1			YES	1281 31.6
	2			NO	2435 60.2
198	PADARMAG	NUM	2	YESNO	KR14 RECALLS ARMY AD IN MAGAZINES
	.			Inapplicable	241 6.0
	.D			Don't know	40 1.0
	1			YES	2673 66.0
	2			NO	1094 27.0
199	PADARPAP	NUM	2	YESNO	KR14 RECALLS ARMY AD IN NEWSPAPERS
	.			Inapplicable	241 6.0
	.D			Don't know	83 2.1
	1			YES	1665 41.1
	2			NO	2059 50.9
200	PADARBIL	NUM	2	YESNO	KR14 RECALLS ARMY AD ON BILLBOARDS
	.			Inapplicable	241 6.0
	.D			Don't know	66 1.6
	1			YES	2479 61.2
	2			NO	1262 31.2
201	PADARMAL	NUM	2	YESNO	KR14 RECALLS ARMY AD IN MAIL
	.			Inapplicable	241 6.0
	.D			Don't know	30 0.7
	1			YES	2231 55.1
	2			NO	1546 38.2
202	PADARPOS	NUM	2	YESNO	KR14 RECALLS ARMY AD ON POSTERS
	.			Inapplicable	241 6.0
	.D			Don't know	24 0.6
	1			YES	2345 57.9
	2			NO	1438 35.5



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

203 PADARPAM NUM 2 YESNO KR14 RECALLS ARMY AD IN PAMPHLETS

.	Inapplicable	241	6.0
.D	Don't know	32	0.8
1	YES	2030	50.1
2	NO	1745	43.1

204 PADARYEL NUM 2 YESNO KR14 RECALLS ARMY AD IN YELLOW PAGES

.	Inapplicable	241	6.0
.D	Don't know	44	1.1
1	YES	356	8.8
2	NO	3407	84.2

205 PADAROTH NUM 2 YADOTH KR14 RECALLS ARMY AD SOMEWHERE ELSE

.	Inapplicable	241	6.0
.D	Don't know	29	0.7
1	YES	440	10.9
2	NO	3303	81.2
3	INCONSIST. DATA	35	0.9

A code of 3 is used when the respondent recalls seeing or hearing Army ads, but answers "no" to each of the questions (including "Somewhere Else") about where he/she saw or heard them.

206 PKRMSGAR NUM 2 YKVERB STATUS OF KR VERBATIM RESPONSE: ARMY

.D	Don't know	145	3.6
.N	Not ascertained	7	0.2
.R	Refused	1	0.0
1	VALID ANSWER	3453	85.3
2	Q NOT ASKED	442	10.9

207 PKRMSGOT NUM 2 YKVERB STATUS OF KR VERBATIM RESPONSE: NON-ARMY

.D	Don't know	321	7.9
.N	Not ascertained	6	0.1
1	VALID ANSWER	3569	88.2
2	Q NOT ASKED	152	3.8

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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208 PATADLIK NUM 2 YRATEAD AT1 HOW MUCH PARENT LIKED ARMY ADS

.	Inapplicable	442	10.9
.D	Don't know	65	1.6
.R	Refused	3	0.1
1	DO NOT LIKE	212	5.2
2	SCALE POINT 2	230	5.7
3	SCALE POINT 3	1379	34.1
4	SCALE POINT 4	872	21.5
5	LIKE VERY MUCH	845	20.9

209 PATADBEL NUM 2 PRATEAD AT2 HOW MUCH PARENT BELIEVES ARMY ADS

.	Inapplicable	442	10.9
.D	Don't know	37	0.9
.R	Refused	1	0.0
1	DO NOT BELIEVE	354	8.7
2	SCALE POINT 2	517	12.8
3	SCALE POINT 3	1219	30.1
4	SCALE POINT 4	754	18.6
5	BELIEV VERY MUCH	724	17.9

210 RANDPEP1 NUM 2 RAND1PE PEP 1 RANDOM START FOR ARMY

.	Inapplicable	3100	76.6
1	START: A) WIDE	80	2.0
2	START: B) PHYS	65	1.6
3	START: C) PROUD	83	2.1
4	START: D) STEP	72	1.8
5	START: E) LEADER	59	1.5
6	START: F) HITECH	71	1.8
7	START: G) CIVCAR	75	1.9
8	START: H) SELCON	67	1.7
9	START: I) POTEN	83	2.1
10	START: J) MENTAL	64	1.6
11	START: K) MATURE	67	1.7
12	START: L) TRAIN	72	1.8
13	START: M) HIQUAL	65	1.6
14	START: N) CASHED	25	0.6

Programming and screen size restrictions precluded the CASHED attribute from inclusion in the random start series for PE-1; it was always asked first in Version 1 of the questionnaire. In subsequent versions, RANDPEP1 contains the random start point for all Perceptions/Beliefs attributes for parents who received the Army questions alone. All values have an equal probability of selection.

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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211 RANDPEP4 NUM 2 RAND4PE PEP 4 RANDOM START FOR ARV/ANG

.	Inapplicable	3877	95.8
1	START: WIDE	7	0.2
2	START: PROUD	15	0.4
3	START: LEADER	18	0.4
4	START: CIVCAR	15	0.4
5	START: SELCON	12	0.3
6	START: POTEN	12	0.3
7	START: MENTAL	11	0.3
8	START: MATURE	18	0.4
9	START: TRAIN	13	0.3
10	START: HIQUAL	8	0.2
11	START: SERCOM	17	0.4
12	START: WEEKEN	7	0.2
13	START: CASHED	7	0.2
14	START: SERPAR	7	0.2
15	START: HOME	4	0.1

Programming and screen size restrictions precluded the CASHED and HOME attributes from inclusion in the random start series for PE-4; they were always asked first in Version 1 of the questionnaire. Other attributes for the Army Reserve were sequenced based on the start point in RANDPEP4.

In subsequent versions of the questionnaire, RANDPEP4 contains the random start point for all Perceptions/Beliefs attributes for parents who received either the Army Reserve or Army National Guard questions alone. All values have an equal probability of selection.

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
212	RANDPEP5	NUM	2	RAND4PE	PEP 5 RANDOM START FOR NATIONAL GUARD
.				Inapplicable	545 13.5
.Q				Not on quex	3403 84.1
1				START: WIDE	8 0.2
2				START: PROUD	4 0.1
3				START: LEADER	6 0.1
4				START: CIVCAR	8 0.2
5				START: SELCON	5 0.1
6				START: POTEN	12 0.3
7				START: MENTAL	11 0.3
8				START: MATURE	9 0.2
9				START: TRAIN	11 0.3
10				START: HIQUAL	10 0.2
11				START: SERCOM	10 0.2
12				START: WEEKEN	6 0.1

Programming and screen size restrictions precluded the CASHED and HOME attributes from inclusion in the random start series for PE-5; they were always asked first in Version 1 of the questionnaire. In subsequent versions, RANDPEP5 is not used; single-service random start points for Army Reserve and for Army National Guard are given by RANDPEP4.

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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213 RANDPEP6 NUM 2 RAND1PE PEP 6 RANDOM START FOR AF/MC/NA/ALL

.	Inapplicable	3632	89.7
1	START: A) WIDE	40	1.0
2	START: B) PHYS	33	0.8
3	START: C) PROUD	27	0.7
4	START: D) STEP	41	1.0
5	START: E) LEADER	28	0.7
6	START: F) HITECH	27	0.7
7	START: G) CIVCAR	34	0.8
8	START: H) SELCON	28	0.7
9	START: I) POTEN	25	0.6
10	START: J) MENTAL	29	0.7
11	START: K) MATURE	30	0.7
12	START: L) TRAIN	28	0.7
13	START: M) HIQUAL	29	0.7
14	START: N) CASHED	17	0.4

Programming and screen size restrictions precluded the CASHED attribute from inclusion in the random start series for PE-6; it was always asked first in Version 1 of the questionnaire. In subsequent versions, RANDPEP6 contains the random start point for all Perceptions/Beliefs attributes for parents who received either Air Force, Navy, Marine Corps or all services questions alone. All values have an equal probability of selection.

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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214 RANDPEP7 NUM 2 RAND7PE PEP 7 RANDOM START FOR CIVILIAN JOB

.	Inapplicable	3945	97.5
1	START: A) PHYS	11	0.3
2	START: B) PROUD	14	0.3
3	START: C) STEP	7	0.2
4	START: D) LEADER	5	0.1
5	START: E) HITECH	4	0.1
6	START: F) CIVCAR	11	0.3
7	START: G) SELCON	3	0.1
8	START: H) POTEN	3	0.1
9	START: I) MENTAL	17	0.4
10	START: J) MATURE	10	0.2
11	START: K) TRAIN	7	0.2
12	START: L) HIQUAL	6	0.1
13	START: M) CASHED	2	0.0

Programming and screen size restrictions precluded the CASHED attribute from inclusion in the random start series for PE-7; it was always asked first in Version ' of the questionnaire. In subsequent versions, RANDPEP7 contains the random start point for all Perceptions/Beliefs attributes for parents who received the civilian job questions alone. All values have an equal probability of selection.

215 RANDPEP8 NUM 2 PE8RAND PEP 8 RANDOM START FOR COLLEGE

.	Inapplicable	3937	97.3
1	START: A) PROUD	16	0.4
2	START: B) LEADER	6	0.1
3	START: C) CIVCAR	14	0.3
4	START: D) SELCON	17	0.4
5	START: E) POTEN	16	0.4
6	START: F) MENTAL	12	0.3
7	START: G) MATURE	13	0.3
8	START: H) HIQUAL	17	0.4

RANDPEP8 contains the random start point for all Perceptions/Beliefs attributes for parents who received the college questions alone. All values have an equal probability of selection.

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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216 PAWIDE NUM 2 AGREEW PE1 WIDE VARIETY OF JOBS: ARMY

.	Inapplicable	402	9.9
.D	Don't know	52	1.3
.R	Refused	1	0.0
1	STRONGLY DISAGR	261	6.4
2	DISAGREE	384	9.5
3	NEITHER	1051	26.0
4	AGREE	1008	24.9
5	STRONGLY AGREE	889	22.0

217 PAPHYS NUM 2 AGREEW PE1 PHYSICALLY CHALLENGING: ARMY

.	Inapplicable	402	9.9
.D	Don't know	37	0.9
.R	Refused	1	0.0
1	STRONGLY DISAGR	131	3.2
2	DISAGREE	172	4.2
3	NEITHER	745	18.4
4	AGREE	1321	32.6
5	STRONGLY AGREE	1239	30.6

218 PAPROUD NUM 2 AGREEW PE1 EXPERIENCE TO BE PROUD OF: ARMY

.	Inapplicable	402	9.9
.D	Don't know	40	1.0
.R	Refused	2	0.0
1	STRONGLY DISAGR	138	3.4
2	DISAGREE	189	4.7
3	NEITHER	888	21.9
4	AGREE	1160	28.7
5	STRONGLY AGREE	1229	30.4

219 PASTEP NUM 2 AGREEW PE1 STEPPING STONE TO COLLEGE: ARMY

.	Inapplicable	402	9.9
.D	Don't know	84	2.1
.R	Refused	1	0.0
1	STRONGLY DISAGR	542	13.4
2	DISAGREE	456	11.3
3	NEITHER	1016	25.1
4	AGREE	766	18.9
5	STRONGLY AGREE	779	19.2

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

220 PALEADER NUM 2 AGREEW PE1 DEVELOP LEADERSHIP SKILLS: ARMY

.	Inapplicable	402	9.9
.D	Don't know	40	1.0
.R	Refused	1	0.0
1	STRONGLY DISAGR	167	4.1
2	DISAGREE	216	5.3
3	NEITHER	807	19.9
4	AGREE	1305	32.2
5	STRONGLY AGREE	1110	27.4

221 PAHITECH NUM 2 AGREEW PE1 USE HIGH-TECH EQUIPMENT: ARMY

.	Inapplicable	402	9.9
.D	Don't know	61	1.5
.R	Refused	1	0.0
1	STRONGLY DISAGR	129	3.2
2	DISAGREE	179	4.4
3	NEITHER	761	18.8
4	AGREE	1245	30.8
5	STRONGLY AGREE	1270	31.4

222 PACIVCAR NUM 2 AGREEW PE1 CIVILIAN CAREER DEVELOP: ARMY

.	Inapplicable	402	9.9
.D	Don't know	53	1.3
.R	Refused	1	0.0
1	STRONGLY DISAGR	242	6.0
2	DISAGREE	337	8.3
3	NEITHER	1086	26.9
4	AGREE	1033	25.5
5	STRONGLY AGREE	894	22.1

223 PASELCON NUM 2 AGREEW PE1 DEVELOP SELF-CONFIDENCE: ARMY

.	Inapplicable	402	9.9
.D	Don't know	29	0.7
.R	Refused	1	0.0
1	STRONGLY DISAGR	163	4.0
2	DISAGREE	198	4.9
3	NEITHER	799	19.7
4	AGREE	1285	31.7
5	STRONGLY AGREE	1171	28.9



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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224 PAPOTEN NUM 2 AGREEW PE1 DEVELOP POTENTIAL: ARMY

.	Inapplicable	402	9.9
.D	Don't know	41	1.0
.R	Refused	1	0.0
1	STRONGLY DISAGR	217	5.4
2	DISAGREE	290	7.2
3	NEITHER	987	24.4
4	AGREE	1122	27.7
5	STRONGLY AGREE	988	24.4

225 PAMENTAL NUM 2 AGREEW PE1 MENTALLY CHALLENGING: ARMY

.	Inapplicable	402	9.9
.D	Don't know	45	1.1
.R	Refused	1	0.0
1	STRONGLY DISAGR	231	5.7
2	DISAGREE	320	7.9
3	NEITHER	975	24.1
4	AGREE	1107	27.3
5	STRONGLY AGREE	967	23.9

226 PAMATURE NUM 2 AGREEW PE1 MATURE AND RESPONSIBLE: ARMY

.	Inapplicable	402	9.9
.D	Don't know	26	0.6
.R	Refused	1	0.0
1	STRONGLY DISAGR	153	3.8
2	DISAGREE	161	4.0
3	NEITHER	653	16.1
4	AGREE	1237	30.6
5	STRONGLY AGREE	1415	35.0

227 PATRAIN NUM 2 AGREEW PE1 TRAINING IN USEFUL SKILLS: ARMY

.	Inapplicable	402	9.9
.D	Don't know	45	1.1
.R	Refused	1	0.0
1	STRONGLY DISAGR	183	4.5
2	DISAGREE	270	6.7
3	NEITHER	795	19.6
4	AGREE	1260	31.1
5	STRONGLY AGREE	1092	27.0

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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228 PAHIQUAL NUM 2 AGREEW PE1 HIGHLY TRAINED COWORKERS: ARMY

.	Inapplicable	402	9.9
.D	Don't know	42	1.0
.R	Refused	1	0.0
1	STRONGLY DISAGR	156	3.9
2	DISAGREE	263	6.5
3	NEITHER	913	22.6
4	AGREE	1200	29.6
5	STRONGLY AGREE	1071	26.5

229 PACASHED NUM 2 AGREEW PE1 GET MONEY FOR EDUCATION: ARMY

.	Inapplicable	402	9.9
.D	Don't know	72	1.8
.R	Refused	1	0.0
1	STRONGLY DISAGR	144	3.6
2	DISAGREE	165	4.1
3	NEITHER	740	18.3
4	AGREE	1167	28.8
5	STRONGLY AGREE	1357	33.5

In Version 1 of the questionnaire only, due to programming and screen size restrictions, this attribute was not included in the random start series for PE-1; rather, it was always asked prior to the randomly started attribute list. In subsequent versions, PACASHED was included in the randomization.

230 PHEARDAR NUM 2 YESNO PE1A P EVER HEARD OF ARMY RESERVE

.	Inapplicable	548	13.5
.D	Don't know	12	0.3
1	YES	3345	82.6
2	NO	143	3.5

In Version 1 of the instrument, this question was asked only of parents selected to receive Army Reserve questions. In subsequent versions, it was asked of all parents.

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
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231	PVWIDE	NUM	2	AGREEW	PE4 WIDE VARIETY OF JOBS: RESERVE
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.	Inapplicable	3343	82.6
.D	Don't know	11	0.3
.R	Refused	1	0.0
1	STRONGLY DISAGR	61	1.5
2	DISAGREE	93	2.3
3	NEITHER	235	5.8
4	AGREE	185	4.6
5	STRONGLY AGREE	119	2.9

232	PVPROUD	NUM	2	AGREEW	PE4 EXPERIENCE TO BE PROUD OF: RESERVE
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.	Inapplicable	3343	82.6
.D	Don't know	12	0.3
.R	Refused	1	0.0
1	STRONGLY DISAGR	38	0.9
2	DISAGREE	41	1.0
3	NEITHER	221	5.5
4	AGREE	227	5.6
5	STRONGLY AGREE	165	4.1

233	PVLEADER	NUM	2	AGREEW	PE4 DEVELOP LEADERSHIP SKILLS: RESERVE
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.	Inapplicable	3343	82.6
.D	Don't know	11	0.3
.R	Refused	1	0.0
1	STRONGLY DISAGR	37	0.9
2	DISAGREE	52	1.3
3	NEITHER	187	4.6
4	AGREE	262	6.5
5	STRONGLY AGREE	155	3.8

234	PVCIVCAR	NUM	2	AGREEW	PE4 CIVILIAN CAREER DEVELOP: RESERVE
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.	Inapplicable	3343	82.6
.D	Don't know	16	0.4
.R	Refused	1	0.0
1	STRONGLY DISAGR	53	1.3
2	DISAGREE	77	1.9
3	NEITHER	253	6.3
4	AGREE	176	4.3
5	STRONGLY AGREE	129	3.2

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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235 PVSELCON NUM 2 AGREEW PE4 DEVELOP SELF-CONFIDENCE: RESERVE

.	Inapplicable	3343	82.6
.D	Don't know	10	0.2
.R	Refused	1	0.0
1	STRONGLY DISAGR	27	0.7
2	DISAGREE	45	1.1
3	NEITHER	197	4.9
4	AGREE	255	6.3
5	STRONGLY AGREE	170	4.2

236 PVPOTEN NUM 2 AGREEW PE4 DEVELOP POTENTIAL: RESERVE

.	Inapplicable	3343	82.6
.D	Don't know	13	0.3
.R	Refused	1	0.0
1	STRONGLY DISAGR	45	1.1
2	DISAGREE	73	1.8
3	NEITHER	232	5.7
4	AGREE	207	5.1
5	STRONGLY AGREE	134	3.3

237 PVMENTAL NUM 2 AGREEW PE4 MENTALLY CHALLENGING: RESERVE

.	Inapplicable	3343	82.6
.D	Don't know	14	0.3
.R	Refused	1	0.0
1	STRONGLY DISAGR	50	1.2
2	DISAGREE	74	1.8
3	NEITHER	225	5.6
4	AGREE	210	5.2
5	STRONGLY AGREE	131	3.2

238 PVMATURE NUM 2 AGREEW PE4 MATURE AND RESPONSIBLE: RESERVE

.	Inapplicable	3343	82.6
.D	Don't know	9	0.2
.R	Refused	1	0.0
1	STRONGLY DISAGR	31	0.8
2	DISAGREE	47	1.2
3	NEITHER	174	4.3
4	AGREE	265	6.5
5	STRONGLY AGREE	178	4.4

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
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239	PVTRAIN	NUM	2	AGREEW	PE4 TRAINING IN USEFUL SKILLS: RESERVE
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.	Inapplicable	3343	82.6
.D	Don't know	15	0.4
.R	Refused	1	0.0
1	STRONGLY DISAGR	46	1.1
2	DISAGREE	68	1.7
3	NEITHER	223	5.5
4	AGREE	202	5.0
5	STRONGLY AGREE	150	3.7

240	PVHIQUAL	NUM	2	AGREEW	PE4 HIGHLY TRAINED COWORKERS: RESERVE
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.	Inapplicable	3343	82.6
.D	Don't know	14	0.3
.R	Refused	1	0.0
1	STRONGLY DISAGR	43	1.1
2	DISAGREE	57	1.4
3	NEITHER	217	5.4
4	AGREE	221	5.5
5	STRONGLY AGREE	152	3.8

241	PVCASHED	NUM	2	AGREEW	PE4 MONEY TO FUTHER EDUCATION: RESERVE
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.	Inapplicable	3343	82.6
.D	Don't know	40	1.0
.R	Refused	1	0.0
1	STRONGLY DISAGR	34	0.8
2	DISAGREE	42	1.0
3	NEITHER	214	5.3
4	AGREE	204	5.0
5	STRONGLY AGREE	170	4.2

In Version 1 of the questionnaire only, due to programming and screen size restrictions, this attribute was not included in the random start series for PE-4; rather, it was always asked prior to the randomly started attribute list. In subsequent versions, PVCASHED was included in the randomization.

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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242 PVHOME NUM 2 AGREEW PE4 SERVE AMERICA IN HOMETOWN: RESERVE

.	Inapplicable	3343	82.6
.D	Don't know	14	0.3
.R	Refused	1	0.0
1	STRONGLY DISAGR	43	1.1
2	DISAGREE	41	1.0
3	NEITHER	141	3.5
4	AGREE	225	5.6
5	STRONGLY AGREE	240	5.9

In Version 1 of the questionnaire only, due to programming and screen size restrictions, this attribute was not included in the random start series for PE-4; rather, it was always asked prior to the randomly started attribute list. In subsequent versions, PVHOME was included in the randomization.

243 PVSERCOM NUM 2 AGREEW PE4 SERVE OWN COMMUNITY: RESERVE

.	Inapplicable	551	13.6
.D	Don't know	2	0.0
.Q	Not on quex	3403	84.1
1	STRONGLY DISAGR	3	0.1
2	DISAGREE	4	0.1
3	NEITHER	29	0.7
4	AGREE	25	0.6
5	STRONGLY AGREE	31	0.8

244 PVWEEKEN NUM 2 AGREEW PE4 INTERESTING WEEKENDS: RESERVE

.	Inapplicable	3343	82.6
.D	Don't know	15	0.4
.N	Not ascertained	2	0.0
.R	Refused	1	0.0
1	STRONGLY DISAGR	76	1.9
2	DISAGREE	89	2.2
3	NEITHER	259	6.4
4	AGREE	151	3.7
5	STRONGLY AGREE	112	2.8

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
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245	PHEARDNG	NUM	2	YESNO	PE4A P EVER HEARD OF ARMY NATIONAL GUARD
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.	Inapplicable	539	13.3
.D	Don't know	12	0.3
1	YES	3305	81.6
2	NO	192	4.7

In Version 1 of the instrument, this question was asked only of parents selected to receive Army National Guard questions. In subsequent versions, it was asked of all parents.

246	PGWIDE	NUM	2	AGREEW	PE5 WIDE VARIETY OF JOBS: GUARD
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.	Inapplicable	3367	83.2
.D	Don't know	24	0.6
1	STRONGLY DISAGR	77	1.9
2	DISAGREE	105	2.6
3	NEITHER	237	5.9
4	AGREE	142	3.5
5	STRONGLY AGREE	96	2.4

247	PGPROUD	NUM	2	AGREEW	PE5 EXPERIENCE TO BE PROUD OF: GUARD
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.	Inapplicable	3367	83.2
.D	Don't know	14	0.3
1	STRONGLY DISAGR	27	0.7
2	DISAGREE	58	1.4
3	NEITHER	210	5.2
4	AGREE	225	5.6
5	STRONGLY AGREE	147	3.6

248	PGLEADER	NUM	2	AGREEW	PE5 DEVELOP LEADERSHIP SKILLS: GUARD
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.	Inapplicable	3367	83.2
.D	Don't know	14	0.3
1	STRONGLY DISAGR	39	1.0
2	DISAGREE	64	1.6
3	NEITHER	190	4.7
4	AGREE	226	5.6
5	STRONGLY AGREE	148	3.7

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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249 PGCIVCAR NUM 2 AGREEW PE5 CIVILIAN CAREER DEVELOP: GUARD

.	Inapplicable	3367	83.2
.D	Don't know	19	0.5
1	STRONGLY DISAGR	67	1.7
2	DISAGREE	93	2.3
3	NEITHER	239	5.9
4	AGREE	173	4.3
5	STRONGLY AGREE	90	2.2

250 PGSELCON NUM 2 AGREEW PE5 DEVELOP SELF-CONFIDENCE: GUARD

.	Inapplicable	3367	83.2
.D	Don't know	11	0.3
1	STRONGLY DISAGR	43	1.1
2	DISAGREE	57	1.4
3	NEITHER	197	4.9
4	AGREE	225	5.6
5	STRONGLY AGREE	148	3.7

251 PGPOTEN NUM 2 AGREEW PE5 DEVELOP POTENTIAL: GUARD

.	Inapplicable	3367	83.2
.D	Don't know	15	0.4
1	STRONGLY DISAGR	58	1.4
2	DISAGREE	85	2.1
3	NEITHER	237	5.9
4	AGREE	178	4.4
5	STRONGLY AGREE	108	2.7

252 PGMENTAL NUM 2 AGREEW PE5 MENTALLY CHALLENGING: GUARD

.	Inapplicable	3367	83.2
.D	Don't know	14	0.3
1	STRONGLY DISAGR	59	1.5
2	DISAGREE	89	2.2
3	NEITHER	229	5.7
4	AGREE	174	4.3
5	STRONGLY AGREE	116	2.9



ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
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253	PGMATURE	NUM	2	AGREEW	PE5 MATURE AND RESPONSIBLE: GUARD
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.	Inapplicable	3367	83.2
.D	Don't know	11	0.3
1	STRONGLY DISAGR	40	1.0
2	DISAGREE	64	1.6
3	NEITHER	158	3.9
4	AGREE	241	6.0
5	STRONGLY AGREE	167	4.1

254	PGTRAIN	NUM	2	AGREEW	PE5 TRAINING IN USEFUL SKILLS: GUARD
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.	Inapplicable	3367	83.2
.D	Don't know	17	0.4
1	STRONGLY DISAGR	53	1.3
2	DISAGREE	81	2.0
3	NEITHER	231	5.7
4	AGREE	190	4.7
5	STRONGLY AGREE	109	2.7

255	PGHIQUAL	NUM	2	AGREEW	PE5 HIGHLY TRAINED COWORKERS: GUARD
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.	Inapplicable	3367	83.2
.D	Don't know	19	0.5
1	STRONGLY DISAGR	37	0.9
2	DISAGREE	83	2.1
3	NEITHER	228	5.6
4	AGREE	204	5.0
5	STRONGLY AGREE	110	2.7

256	PGCASHED	NUM	2	AGREEW	PE5 GET MONEY FOR EDUCATION: GUARD
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.	Inapplicable	3367	83.2
.D	Don't know	36	0.9
1	STRONGLY DISAGR	38	0.9
2	DISAGREE	58	1.4
3	NEITHER	215	5.3
4	AGREE	197	4.9
5	STRONGLY AGREE	137	3.4

In Version 1 of the questionnaire only, due to programming and screen size restrictions, this attribute was not included in the random start series for PE-5; rather, it was always asked prior to the randomly started attribute list. In subsequent versions, PGCASHED was included in the randomization.

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
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257	PGHOME	NUM	2	AGREEW	PE5 SERVE AMERICA IN HOMETOWN: GUARD
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.	Inapplicable	3367	83.2
.D	Don't know	16	0.4
1	STRONGLY DISAGR	42	1.0
2	DISAGREE	48	1.2
3	NEITHER	130	3.2
4	AGREE	217	5.4
5	STRONGLY AGREE	228	5.6

In Version 1 of the questionnaire only, due to programming and screen size restrictions, this attribute was not included in the random start series for PE-5; rather, it was always asked prior to the randomly started attribute list. In subsequent versions, PGHOME was included in the randomization.

258	PGSERCOM	NUM	2	AGREEW	PE5 SERVE OWN COMMUNITY: GUARD
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.	Inapplicable	545	13.5
.D	Don't know	4	0.1
.Q	Not on quex	3403	84.1
1	STRONGLY DISAGR	2	0.0
2	DISAGREE	8	0.2
3	NEITHER	16	0.4
4	AGREE	33	0.8
5	STRONGLY AGREE	37	0.9

259	PGWEEKEN	NUM	2	AGREEW	PE5 INTERESTING WEEKENDS: GUARD
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.	Inapplicable	3367	83.2
.D	Don't know	18	0.4
.N	Not ascertained	1	0.0
1	STRONGLY DISAGR	78	1.9
2	DISAGREE	116	2.9
3	NEITHER	232	5.7
4	AGREE	140	3.5
5	STRONGLY AGREE	96	2.4

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
260	PNWIDE	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: NAVY
	.			Inapplicable	3677 90.8
	.D			Don't know	11 0.3
	1			STRONGLY DISAGR	19 0.5
	2			DISAGREE	32 0.8
	3			NEITHER	129 3.2
	4			AGREE	98 2.4
	5			STRONGLY AGREE	82 2.0
261	PMWIDE	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: MARINES
	.			Inapplicable	3648 90.1
	.D			Don't know	8 0.2
	1			STRONGLY DISAGR	39 1.0
	2			DISAGREE	48 1.2
	3			NEITHER	134 3.3
	4			AGREE	96 2.4
	5			STRONGLY AGREE	75 1.9
262	PFWIDE	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: AIR FORCE
	.			Inapplicable	3692 91.2
	.D			Don't know	5 0.1
	1			STRONGLY DISAGR	16 0.4
	2			DISAGREE	26 0.6
	3			NEITHER	116 2.9
	4			AGREE	96 2.4
	5			STRONGLY AGREE	97 2.4
263	PSWIDE	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: MILITARY
	.			Inapplicable	3677 90.8
	.D			Don't know	2 0.0
	1			STRONGLY DISAGR	21 0.5
	2			DISAGREE	32 0.8
	3			NEITHER	108 2.7
	4			AGREE	104 2.6
	5			STRONGLY AGREE	104 2.6

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
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264	PNPHYS	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: NAVY
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.	Inapplicable	3677	90.8
.D	Don't know	6	0.1
1	STRONGLY DISAGR	14	0.3
2	DISAGREE	26	0.6
3	NEITHER	88	2.2
4	AGREE	130	3.2
5	STRONGLY AGREE	107	2.6

265	PMPHYS	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: MARINES
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.	Inapplicable	3648	90.1
.D	Don't know	6	0.1
1	STRONGLY DISAGR	20	0.5
2	DISAGREE	14	0.3
3	NEITHER	70	1.7
4	AGREE	137	3.4
5	STRONGLY AGREE	153	3.8

266	PFPHYS	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: AIR FORCE
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.	Inapplicable	3692	91.2
.D	Don't know	5	0.1
1	STRONGLY DISAGR	14	0.3
2	DISAGREE	20	0.5
3	NEITHER	91	2.2
4	AGREE	125	3.1
5	STRONGLY AGREE	101	2.5

267	PSPHYS	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: MILITARY
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.	Inapplicable	3677	90.8
.D	Don't know	1	0.0
1	STRONGLY DISAGR	9	0.2
2	DISAGREE	15	0.4
3	NEITHER	72	1.8
4	AGREE	143	3.5
5	STRONGLY AGREE	131	3.2

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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268 PNPROUD NUM 2 AGREEW PE6 EXPERIENCE TO BE PROUD OF: NAVY

.	Inapplicable	3677	90.8
.D	Don't know	6	0.1
1	STRONGLY DISAGR	13	0.3
2	DISAGREE	16	0.4
3	NEITHER	99	2.4
4	AGREE	105	2.6
5	STRONGLY AGREE	132	3.3

269 PMPROUD NUM 2 AGREEW PE6 EXPERIENCE TO BE PROUD OF: MARINES

.	Inapplicable	3648	90.1
.D	Don't know	7	0.2
1	STRONGLY DISAGR	21	0.5
2	DISAGREE	16	0.4
3	NEITHER	103	2.5
4	AGREE	120	3.0
5	STRONGLY AGREE	133	3.3

270 PFPROUD NUM 2 AGREEW PE6 EXPERIENCE TO BE PROUD OF: AIR FORCE

.	Inapplicable	3692	91.2
.D	Don't know	3	0.1
1	STRONGLY DISAGR	10	0.2
2	DISAGREE	13	0.3
3	NEITHER	80	2.0
4	AGREE	114	2.8
5	STRONGLY AGREE	136	3.4

271 PSPROUD NUM 2 AGREEW PE6 EXPERIENCE TO BE PROUD OF: MILITARY

.	Inapplicable	3677	90.8
.D	Don't know	2	0.0
1	STRONGLY DISAGR	11	0.3
2	DISAGREE	13	0.3
3	NEITHER	73	1.8
4	AGREE	129	3.2
5	STRONGLY AGREE	143	3.5

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
272	PNSTEP	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: NAVY
	.			Inapplicable	3677 90.8
	.D			Don't know	17 0.4
	1			STRONGLY DISAGR	54 1.3
	2			DISAGREE	39 1.0
	3			NEITHER	119 2.9
	4			AGREE	78 1.9
	5			STRONGLY AGREE	64 1.6
273	PMSTEP	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: MARINES
	.			Inapplicable	3648 90.1
	.D			Don't know	14 0.3
	1			STRONGLY DISAGR	59 1.5
	2			DISAGREE	45 1.1
	3			NEITHER	125 3.1
	4			AGREE	88 2.2
	5			STRONGLY AGREE	69 1.7
274	PFSTEP	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: AIR FORCE
	.			Inapplicable	3692 91.2
	.D			Don't know	14 0.3
	1			STRONGLY DISAGR	44 1.1
	2			DISAGREE	38 0.9
	3			NEITHER	106 2.6
	4			AGREE	70 1.9
	5			STRONGLY AGREE	78 1.9
275	PSSTEP	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: MILITARY
	.			Inapplicable	3677 90.8
	.D			Don't know	1 0.0
	1			STRONGLY DISAGR	54 1.3
	2			DISAGREE	51 1.3
	3			NEITHER	103 2.5
	4			AGREE	74 1.8
	5			STRONGLY AGREE	88 2.2

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
276	PNLEADER	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: NAVY
	.			Inapplicable	3677 90.8
	.D			Don't know	6 0.1
	1			STRONGLY DISAGR	15 0.4
	2			DISAGREE	13 0.3
	3			NEITHER	97 2.4
	4			AGREE	126 3.1
	5			STRONGLY AGREE	114 2.8
277	PMLEADER	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: MARINES
	.			Inapplicable	3648 90.1
	.D			Don't know	5 0.1
	1			STRONGLY DISAGR	19 0.5
	2			DISAGREE	24 0.6
	3			NEITHER	99 2.4
	4			AGREE	142 3.5
	5			STRONGLY AGREE	111 2.7
278	PFLEADER	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: AIR FORCE
	.			Inapplicable	3692 91.2
	.D			Don't know	5 0.1
	1			STRONGLY DISAGR	14 0.3
	2			DISAGREE	15 0.4
	3			NEITHER	82 2.0
	4			AGREE	123 3.0
	5			STRONGLY AGREE	117 2.9
279	PSLEADER	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: MILITARY
	.			Inapplicable	3677 90.8
	.D			Don't know	3 0.1
	1			STRONGLY DISAGR	10 0.2
	2			DISAGREE	22 0.5
	3			NEITHER	76 1.9
	4			AGREE	141 3.5
	5			STRONGLY AGREE	119 2.9

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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280 PNHITECH NUM 2 AGREEW PEG USE HIGH-TECH EQUIPMENT: NAVY

.	Inapplicable	3677	90.8
.D	Don't know	5	0.1
1	STRONGLY DISAGR	14	0.3
2	DISAGREE	8	0.2
3	NEITHER	81	2.0
4	AGREE	123	3.0
5	STRONGLY AGREE	140	3.5

281 PMHITECH NUM 2 AGREEW PEG USE HIGH-TECH EQUIPMENT: MARINES

.	Inapplicable	3648	90.1
.D	Don't know	13	0.3
1	STRONGLY DISAGR	20	0.5
2	DISAGREE	18	0.4
3	NEITHER	109	2.7
4	AGREE	126	3.1
5	STRONGLY AGREE	114	2.8

282 PFHITECH NUM 2 AGREEW PEG USE HIGH-TECH EQUIPMENT: AIR FORCE

.	Inapplicable	3692	91.2
.D	Don't know	12	0.3
1	STRONGLY DISAGR	8	0.2
2	DISAGREE	6	0.1
3	NEITHER	57	1.4
4	AGREE	124	3.1
5	STRONGLY AGREE	149	3.7

283 PSHITECH NUM 2 AGREEW PEG USE HIGH-TECH EQUIPMENT: MILITARY

.	Inapplicable	3677	90.8
.D	Don't know	4	0.1
1	STRONGLY DISAGR	7	0.2
2	DISAGREE	19	0.5
3	NEITHER	79	2.0
4	AGREE	134	3.3
5	STRONGLY AGREE	128	3.2



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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284 PNCIVCAR NUM 2 AGREEW PE6 CIVILIAN CAREER DEVELOP: NAVY

.	Inapplicable	3677	90.8
.D	Don't know	9	0.2
1	STRONGLY DISAGR	23	0.6
2	DISAGREE	30	0.7
3	NEITHER	116	2.9
4	AGREE	96	2.4
5	STRONGLY AGREE	97	2.4

285 PMCIVCAR NUM 2 AGREEW PE6 CIVILIAN CAREER DEVELOP: MARINES

.	Inapplicable	3648	90.1
.D	Don't know	8	0.2
1	STRONGLY DISAGR	39	1.0
2	DISAGREE	47	1.2
3	NEITHER	132	3.3
4	AGREE	96	2.4
5	STRONGLY AGREE	78	1.9

286 PFCIVCAR NUM 2 AGREEW PE6 CIVILIAN CAREER DEVELOP: AIR FORCE

.	Inapplicable	3692	91.2
.D	Don't know	10	0.2
1	STRONGLY DISAGR	21	0.5
2	DISAGREE	27	0.7
3	NEITHER	100	2.5
4	AGREE	104	2.6
5	STRONGLY AGREE	94	2.3

287 PSCIVCAR NUM 2 AGREEW PE6 CIVILIAN CAREER DEVELOP: MILITARY

.	Inapplicable	3677	90.8
.D	Don't know	4	0.1
1	STRONGLY DISAGR	22	0.5
2	DISAGREE	31	0.8
3	NEITHER	105	2.6
4	AGREE	105	2.6
5	STRONGLY AGREE	104	2.6

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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288 PNSELCON NUM 2 AGREEW PE6 DEVELOP SELF-CONFIDENCE: NAVY

.	Inapplicable	3677	90.8
.D	Don't know	3	0.1
1	STRONGLY DISAGR	15	0.4
2	DISAGREE	13	0.3
3	NEITHER	92	2.3
4	AGREE	125	3.1
5	STRONGLY AGREE	123	3.0

289 PMSELCON NUM 2 AGREEW PE6 DEVELOP SELF-CONFIDENCE: MARINES

.	Inapplicable	3648	90.1
.D	Don't know	3	0.1
1	STRONGLY DISAGR	25	0.6
2	DISAGREE	17	0.4
3	NEITHER	85	2.1
4	AGREE	138	3.4
5	STRONGLY AGREE	132	3.3

290 PFSELCON NUM 2 AGREEW PE6 DEVELOP SELF-CONFIDENCE: AIR FORCE

.	Inapplicable	3692	91.2
.D	Don't know	5	0.1
1	STRONGLY DISAGR	14	0.3
2	DISAGREE	11	0.3
3	NEITHER	66	1.6
4	AGREE	134	3.3
5	STRONGLY AGREE	126	3.1

291 PSSELCON NUM 2 AGREEW PE6 DEVELOP SELF-CONFIDENCE: MILITARY

.	Inapplicable	3677	90.8
.D	Don't know	2	0.0
1	STRONGLY DISAGR	10	0.2
2	DISAGREE	18	0.4
3	NEITHER	68	1.7
4	AGREE	135	3.3
5	STRONGLY AGREE	138	3.4

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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292 PNPOTEN NUM 2 AGREEW PE6 DEVELOP POTENTIAL: NAVY

.	Inapplicable	3677	90.8
.D	Don't know	5	0.1
1	STRONGLY DISAGR	19	0.5
2	DISAGREE	17	0.4
3	NEITHER	106	2.6
4	AGREE	117	2.9
5	STRONGLY AGREE	107	2.6

293 PMPOTEN NUM 2 AGREEW PE6 DEVELOP POTENTIAL: MARINES

.	Inapplicable	3648	90.1
.D	Don't know	4	0.1
1	STRONGLY DISAGR	28	0.7
2	DISAGREE	39	1.0
3	NEITHER	103	2.5
4	AGREE	134	3.3
5	STRONGLY AGREE	92	2.3

294 PFPOTEN NUM 2 AGREEW PE6 DEVELOP POTENTIAL: AIR FORCE

.	Inapplicable	3692	91.2
.D	Don't know	10	0.2
1	STRONGLY DISAGR	21	0.5
2	DISAGREE	19	0.5
3	NEITHER	84	2.1
4	AGREE	104	2.6
5	STRONGLY AGREE	118	2.9

295 PSPOTEN NUM 2 AGREEW PE6 DEVELOP POTENTIAL: MILITARY

.	Inapplicable	3677	90.8
.D	Don't know	4	0.1
1	STRONGLY DISAGR	18	0.4
2	DISAGREE	23	0.6
3	NEITHER	101	2.5
4	AGREE	109	2.7
5	STRONGLY AGREE	116	2.9

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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296 PNMENTAL NUM 2 AGREEW PE6 MENTALLY CHALLENGING: NAVY

.	Inapplicable	3677	90.8
.D	Don't know	5	0.1
1	STRONGLY DISAGR	15	0.4
2	DISAGREE	19	0.5
3	NEITHER	108	2.7
4	AGREE	107	2.6
5	STRONGLY AGREE	117	2.9

297 PMMENTAL NUM 2 AGREEW PE6 MENTALLY CHALLENGING: MARINES

.	Inapplicable	3648	90.1
.D	Don't know	6	0.1
1	STRONGLY DISAGR	33	0.8
2	DISAGREE	37	0.9
3	NEITHER	106	2.6
4	AGREE	121	3.0
5	STRONGLY AGREE	97	2.4

298 PFMENTAL NUM 2 AGREEW PE6 MENTALLY CHALLENGING: AIR FORCE

.	Inapplicable	3692	91.2
.D	Don't know	6	0.1
1	STRONGLY DISAGR	13	0.3
2	DISAGREE	20	0.5
3	NEITHER	93	2.3
4	AGREE	110	2.7
5	STRONGLY AGREE	114	2.8

299 PSMENTAL NUM 2 AGREEW PE6 MENTALLY CHALLENGING: MILITARY

.	Inapplicable	3677	90.8
.D	Don't know	2	0.0
1	STRONGLY DISAGR	17	0.4
2	DISAGREE	26	0.6
3	NEITHER	100	2.5
4	AGREE	107	2.6
5	STRONGLY AGREE	119	2.9

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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300 PNMATURE NUM 2 AGREEW PE6 MATURE AND RESPONSIBLE: NAVY

.	Inapplicable	3677	90.8
.D	Don't know	1	0.0
1	STRONGLY DISAGR	13	0.3
2	DISAGREE	18	0.4
3	NEITHER	65	1.6
4	AGREE	136	3.4
5	STRONGLY AGREE	138	3.4

301 PMMATURE NUM 2 AGREEW PE6 MATURE AND RESPONSIBLE: MARINES

.	Inapplicable	3648	90.1
.D	Don't know	4	0.1
1	STRONGLY DISAGR	21	0.5
2	DISAGREE	18	0.4
3	NEITHER	70	1.7
4	AGREE	138	3.4
5	STRONGLY AGREE	149	3.7

302 PFMATURE NUM 2 AGREEW PE6 MATURE AND RESPONSIBLE: AIR FORCE

.	Inapplicable	3692	91.2
.D	Don't know	8	0.2
1	STRONGLY DISAGR	11	0.3
2	DISAGREE	11	0.3
3	NEITHER	72	1.8
4	AGREE	116	2.9
5	STRONGLY AGREE	138	3.4

303 PSMATURE NUM 2 AGREEW PE6 MATURE AND RESPONSIBLE: MILITARY

.	Inapplicable	3677	90.8
.D	Don't know	1	0.0
1	STRONGLY DISAGR	11	0.3
2	DISAGREE	13	0.3
3	NEITHER	62	1.5
4	AGREE	128	3.2
5	STRONGLY AGREE	156	3.9

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

304 PNTRAIN NUM 2 AGREEW PEG TRAINING IN USEFUL SKILLS: NAVY

.	Inapplicable	3677	90.8
.D	Don't know	8	0.2
1	STRONGLY DISAGR	18	0.4
2	DISAGREE	17	0.4
3	NEITHER	89	2.2
4	AGREE	127	3.1
5	STRONGLY AGREE	112	2.8

305 PMTRAIN NUM 2 AGREEW PEG TRAINING IN USEFUL SKILLS: MARINES

.	Inapplicable	3648	90.1
.D	Don't know	9	0.2
1	STRONGLY DISAGR	24	0.6
2	DISAGREE	40	1.0
3	NEITHER	100	2.5
4	AGREE	134	3.3
5	STRONGLY AGREE	93	2.3

306 PFTRAIN NUM 2 AGREEW PEG TRAINING IN USEFUL SKILLS: AIR FORCE

.	Inapplicable	3692	91.2
.D	Don't know	7	0.2
1	STRONGLY DISAGR	13	0.3
2	DISAGREE	17	0.4
3	NEITHER	75	1.9
4	AGREE	124	3.1
5	STRONGLY AGREE	120	3.0

307 PSTRAIN NUM 2 AGREEW PEG TRAINING IN USEFUL SKILLS: MILITARY

.	Inapplicable	3677	90.8
.D	Don't know	1	0.0
1	STRONGLY DISAGR	14	0.3
2	DISAGREE	27	0.7
3	NEITHER	67	1.7
4	AGREE	137	3.4
5	STRONGLY AGREE	125	3.1

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

308 PNHIQUAL NUM 2 AGREEW PE6 HIGHLY TRAINED COWORKERS: NAVY

.	Inapplicable	3677	90.8
.D	Don't know	6	0.1
1	STRONGLY DISAGR	14	0.3
2	DISAGREE	13	0.3
3	NEITHER	98	2.4
4	AGREE	116	2.9
5	STRONGLY AGREE	124	3.1

309 PFHIQUAL NUM 2 AGREEW PE6 HIGHLY TRAINED COWORKERS: AIR FORCE

.	Inapplicable	3692	91.2
.D	Don't know	7	0.2
1	STRONGLY DISAGR	11	0.3
2	DISAGREE	9	0.2
3	NEITHER	74	1.8
4	AGREE	129	3.2
5	STRONGLY AGREE	126	3.1

310 PSHIQUAL NUM 2 AGREEW PE6 HIGHLY TRAINED COWORKERS: MILITARY

.	Inapplicable	3677	90.8
.D	Don't know	3	0.1
1	STRONGLY DISAGR	11	0.3
2	DISAGREE	24	0.6
3	NEITHER	94	2.3
4	AGREE	113	2.8
5	STRONGLY AGREE	126	3.1

311 PMHIQUAL NUM 2 AGREEW PE6 HIGHLY TRAINED COWORKERS: MARINES

.	Inapplicable	3648	90.1
.D	Don't know	6	0.1
1	STRONGLY DISAGR	24	0.6
2	DISAGREE	30	0.7
3	NEITHER	105	2.6
4	AGREE	126	3.1
5	STRONGLY AGREE	109	2.7

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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312 PNCASHED NUM 2 AGREEW PEG GET MONEY FOR EDUCATION: NAVY

.	Inapplicable	3677	90.8
.D	Don't know	10	0.2
1	STRONGLY DISAGR	19	0.5
2	DISAGREE	18	0.4
3	NEITHER	97	2.4
4	AGREE	117	2.9
5	STRONGLY AGREE	110	2.7

In Version 1 of the questionnaire only, due to programming and screen size restrictions, this attribute was not included in the random start series for PE-6; rather, it was always asked prior to the randomly started attribute list. In subsequent versions, PNCASHED was included in the randomization.

313 PMCASHED NUM 2 AGREEW PEG GET MONEY FOR EDUCATION: MARINES

.	Inapplicable	3648	90.1
.D	Don't know	20	0.5
1	STRONGLY DISAGR	21	0.5
2	DISAGREE	22	0.5
3	NEITHER	114	2.8
4	AGREE	114	2.8
5	STRONGLY AGREE	109	2.7

In Version 1 of the questionnaire only, due to programming and screen size restrictions, this attribute was not included in the random start series for PE-6; rather, it was always asked prior to the randomly started attribute list. In subsequent versions, PMCASHED was included in the randomization.



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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314 PFCASHED NUM 2 AGREEW PE6 GET MONEY FOR EDUCATION: AIR FORCE

.	Inapplicable	3692	91.2
.D	Don't know	16	0.4
1	STRONGLY DISAGR	14	0.3
2	DISAGREE	12	0.3
3	NEITHER	87	2.1
4	AGREE	107	2.6
5	STRONGLY AGREE	120	3.0

In Version 1 of the questionnaire only, due to programming and screen size restrictions, this attribute was not included in the random start series for PE-6; rather, it was always asked prior to the randomly started attribute list. In subsequent versions, PFCASHED was included in the randomization.

315 PSCASHED NUM 2 AGREEW PE6 GET MONEY FOR EDUCATION: MILITARY

.	Inapplicable	3677	90.8
.D	Don't know	4	0.1
1	STRONGLY DISAGR	12	0.3
2	DISAGREE	18	0.4
3	NEITHER	79	2.0
4	AGREE	116	2.9
5	STRONGLY AGREE	142	3.5

In Version 1 of the questionnaire only, due to programming and screen size restrictions, this attribute was not included in the random start series for PE-6; rather, it was always asked prior to the randomly started attribute list. In subsequent versions, PSCASHED was included in the randomization.

316 PWPHYS NUM 2 AGREEW PE7 PHYSICALLY CHALLENGING: JOB

.	Inapplicable	3693	91.2
.D	Don't know	4	0.1
1	STRONGLY DISAGR	15	0.4
2	DISAGREE	62	1.5
3	NEITHER	132	3.3
4	AGREE	90	2.2
5	STRONGLY AGREE	52	1.3

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
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317	PWPROUD	NUM	2	AGREEW	PE7 EXPERIENCE TO BE PROUD OF: JOB
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.	Inapplicable	3693	91.2
.D	Don't know	3	0.1
1	STRONGLY DISAGR	14	0.3
2	DISAGREE	23	0.6
3	NEITHER	110	2.7
4	AGREE	121	3.0
5	STRONGLY AGREE	84	2.1

318	PWSTEP	NUM	2	AGREEW	PE7 STEPPING STONE TO COLLEGE: JOB
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.	Inapplicable	3693	91.2
.D	Don't know	7	0.2
1	STRONGLY DISAGR	60	1.5
2	DISAGREE	64	1.6
3	NEITHER	109	2.7
4	AGREE	58	1.4
5	STRONGLY AGREE	57	1.4

319	PWLEADER	NUM	2	AGREEW	PE7 DEVELOP LEADERSHIP SKILLS: JOB
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.	Inapplicable	3693	91.2
.D	Don't know	3	0.1
1	STRONGLY DISAGR	20	0.5
2	DISAGREE	40	1.0
3	NEITHER	115	2.8
4	AGREE	116	2.9
5	STRONGLY AGREE	61	1.5

320	PWHITECH	NUM	2	AGREEW	PE7 USE HIGH-TECH EQUIPMENT: JOB
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.	Inapplicable	3693	91.2
.D	Don't know	4	0.1
1	STRONGLY DISAGR	27	0.7
2	DISAGREE	42	1.0
3	NEITHER	104	2.6
4	AGREE	99	2.4
5	STRONGLY AGREE	79	2.0

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
321	PWCIVCAR	NUM	2	AGREEW	PE7 CIVILIAN CAREER DEVELOP: JOB
	.			Inapplicable	3693 91.2
	.D			Don't know	5 0.1
	1			STRONGLY DISAGR	25 0.6
	2			DISAGREE	36 0.9
	3			NEITHER	113 2.8
	4			AGREE	105 2.6
	5			STRONGLY AGREE	71 1.8
322	PWSELCON	NUM	2	AGREEW	PE7 DEVELOP SELF-CONFIDENCE: JOB
	.			Inapplicable	3693 91.2
	.D			Don't know	4 0.1
	1			STRONGLY DISAGR	15 0.4
	2			DISAGREE	18 0.4
	3			NEITHER	117 2.9
	4			AGREE	126 3.1
	5			STRONGLY AGREE	75 1.9
323	PWPOTEN	NUM	2	AGREEW	PE7 DEVELOP POTENTIAL: JOB
	.			Inapplicable	3693 91.2
	.D			Don't know	5 0.1
	1			STRONGLY DISAGR	17 0.4
	2			DISAGREE	32 0.8
	3			NEITHER	92 2.3
	4			AGREE	127 3.1
	5			STRONGLY AGREE	82 2.0
324	PWMENTAL	NUM	2	AGREEW	PE7 MENTALLY CHALLENGING: JOB
	.			Inapplicable	3693 91.2
	.D			Don't know	4 0.1
	1			STRONGLY DISAGR	19 0.5
	2			DISAGREE	33 0.8
	3			NEITHER	102 2.5
	4			AGREE	117 2.9
	5			STRONGLY AGREE	80 2.0

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
325	PWMATURE	NUM	2	AGREEW	PE7 MATURE AND RESPONSIBLE: JOB
	.			Inapplicable	3693 91.2
	.D			Don't know	3 0.1
	1			STRONGLY DISAGR	13 0.3
	2			DISAGREE	31 0.8
	3			NEITHER	85 2.1
	4			AGREE	146 3.5
	5			STRONGLY AGREE	83 2.1
326	PWTRAIN	NUM	2	AGREEW	PE7 TRAINING IN USEFUL SKILLS: JOB
	.			Inapplicable	3693 91.2
	.D			Don't know	5 0.1
	1			STRONGLY DISAGR	21 0.5
	2			DISAGREE	34 0.8
	3			NEITHER	100 2.5
	4			AGREE	115 2.8
	5			STRONGLY AGREE	80 2.0
327	PWHIQUAL	NUM	2	AGREEW	PE7 HIGHLY TRAINED COWORKERS: JOB
	.			Inapplicable	3693 91.2
	.D			Don't know	3 0.1
	1			STRONGLY DISAGR	22 0.5
	2			DISAGREE	40 1.0
	3			NEITHER	109 2.7
	4			AGREE	95 2.3
	5			STRONGLY AGREE	86 2.1
328	PWCASHED	NUM	2	AGREEW	PE7 GET MONEY FOR EDUCATION: JOB
	.			Inapplicable	3693 91.2
	.D			Don't know	5 0.1
	1			STRONGLY DISAGR	46 1.1
	2			DISAGREE	51 1.3
	3			NEITHER	100 2.5
	4			AGREE	90 2.2
	5			STRONGLY AGREE	63 1.6

In Version 1 of the questionnaire only, due to programming and screen size restrictions, this attribute was not included in the random start series for PE-7; rather, it was always asked prior to the randomly started attribute list. In subsequent versions, PWCASHED was included in the randomization.

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
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329	PCPROUD	NUM	2	AGREEW	PE8 EXPERIENCE TO BE PROUD OF: COLLEGE
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.	Inapplicable	3688	91.1
1	STRONGLY DISAGR	7	0.2
2	DISAGREE	12	0.3
3	NEITHER	33	0.8
4	AGREE	93	2.3
5	STRONGLY AGREE	215	5.3

330	PCLEADER	NUM	2	AGREEW	PE8 DEVELOP LEADERSHIP SKILLS: COLLEGE
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.	Inapplicable	3688	91.1
.D	Don't know	1	0.0
1	STRONGLY DISAGR	13	0.3
2	DISAGREE	13	0.3
3	NEITHER	88	2.2
4	AGREE	100	2.5
5	STRONGLY AGREE	145	3.6

331	PCCIVCAR	NUM	2	AGREEW	PE8 CIVILIAN CAREER DEVELOP: COLLEGE
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.	Inapplicable	3688	91.1
.D	Don't know	1	0.0
1	STRONGLY DISAGR	8	0.2
2	DISAGREE	8	0.2
3	NEITHER	42	1.0
4	AGREE	89	2.2
5	STRONGLY AGREE	212	5.2

332	PCSELCON	NUM	2	AGREEW	PE8 DEVELOP SELF-CONFIDENCE: COLLEGE
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.	Inapplicable	3688	91.1
.D	Don't know	1	0.0
1	STRONGLY DISAGR	8	0.2
2	DISAGREE	11	0.3
3	NEITHER	59	1.5
4	AGREE	110	2.7
5	STRONGLY AGREE	171	4.2

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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333 PCPOTEN NUM 2 AGREEW PE8 DEVELOP POTENTIAL: COLLEGE

.	Inapplicable	3688	91.1
.D	Don't know	2	0.0
1	STRONGLY DISAGR	8	0.2
2	DISAGREE	8	0.2
3	NEITHER	51	1.3
4	AGREE	95	2.3
5	STRONGLY AGREE	196	4.8

334 PCMENTAL NUM 2 AGREEW PE8 MENTALLY CHALLENGING: COLLEGE

.	Inapplicable	3688	91.1
1	STRONGLY DISAGR	9	0.2
2	DISAGREE	10	0.2
3	NEITHER	37	0.9
4	AGREE	108	2.7
5	STRONGLY AGREE	196	4.8

335 PCMATURE NUM 2 AGREEW PE8 MATURE AND RESPONSIBLE: COLLEGE

.	Inapplicable	3688	91.1
1	STRONGLY DISAGR	7	0.2
2	DISAGREE	12	0.3
3	NEITHER	63	1.6
4	AGREE	105	2.6
5	STRONGLY AGREE	173	4.3

336 PCHIQUAL NUM 2 AGREEW PE8 HIGHLY TRAINED COWORKERS: COLLEGE

.	Inapplicable	3688	91.1
1	STRONGLY DISAGR	5	0.1
2	DISAGREE	12	0.3
3	NEITHER	84	2.1
4	AGREE	105	2.6
5	STRONGLY AGREE	154	3.8

337 PPEDIP NUM 2 PROPANS PE12 ARMY % PAST YEAR HIGH SCHOOL GRADS

.D	Don't know	142	3.5
.R	Refused	1	0.0
1	< ONE QUARTER	138	3.4
2	ONE QUARTER	479	11.8
3	ONE HALF	1105	27.3
4	THREE QUARTERS	1000	24.7
5	ALMOST ALL	1183	29.2

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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338 PPEGRADE NUM 2 PEGRADE PE13 ARMY % PAST YEAR UPPER HALF IQ

.D	Don't know	127	3.1
.R	Refused	3	0.1
1	ALL	93	2.3
2	THREE QUARTERS	762	18.8
3	HALF	2099	51.9
4	ONE QUARTER	932	23.0
5	NONE	32	0.8

339 PPECOL NUM 2 PROPANS PE14 ARMY % PAST YEAR TO FINISH COLLEGE

.D	Don't know	98	2.4
.R	Refused	1	0.0
1	< ONE QUARTER	671	16.6
2	ONE QUARTER	1572	38.8
3	ONE HALF	1132	28.0
4	THREE QUARTERS	372	9.2
5	ALMOST ALL	202	5.0

340 PPESIM NUM 2 YESNO PE15 ARE MANY YOUNG PEOPLE JOINING ARMY

.	Inapplicable	1	0.0
.D	Don't know	270	6.7
.R	Refused	3	0.1
1	YES	1342	33.2
2	NO	2432	60.1

341 PHEARDRO NUM 2 YESNO PE15A P EVER HEARD OF ROTC AT COLLEGE

.	Inapplicable	233	5.8
.D	Don't know	22	0.5
.N	Not ascertained	50	1.2
.R	Refused	1	0.0
1	YES	2874	71.0
2	NO	868	21.4

In Version 1 of the instrument, this question was asked only of parents selected to receive ROTC questions. In subsequent versions, it was asked of all parents.

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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342 PRLEADER NUM 2 AGREEW PE2 LEADERSHIP/MANAGEMENT TRAINING: ROTC

.	Inapplicable	1911	47.2
.D	Don't know	36	0.9
.N	Not ascertained	4	0.1
.R	Refused	1	0.0
1	STRONGLY DISAGR	58	1.4
2	DISAGREE	67	1.7
3	NEITHER	464	11.5
4	AGREE	906	22.4
5	STRONGLY AGREE	601	14.8

343 PRSELCON NUM 2 AGREEW PE2 DEVELOP SELF-CONFIDENCE: ROTC

.	Inapplicable	1911	47.2
.D	Don't know	23	0.6
.N	Not ascertained	4	0.1
.R	Refused	1	0.0
1	STRONGLY DISAGR	53	1.3
2	DISAGREE	62	1.5
3	NEITHER	413	10.2
4	AGREE	954	23.6
5	STRONGLY AGREE	627	15.5

344 PRELECT NUM 2 AGREEW PE2 COLLEGE ELECTIVE W/COURSES: ROTC

.	Inapplicable	1911	47.2
.D	Don't know	34	0.8
.N	Not ascertained	4	0.1
.R	Refused	1	0.0
1	STRONGLY DISAGR	51	1.3
2	DISAGREE	40	1.0
3	NEITHER	415	10.3
4	AGREE	832	20.6
5	STRONGLY AGREE	760	18.8

345 PROFFCOM NUM 2 AGREEW PE2 AN OFFICER'S COMMISSION: ROTC

.	Inapplicable	1911	47.2
.D	Don't know	48	1.2
.N	Not ascertained	4	0.1
.R	Refused	1	0.0
1	STRONGLY DISAGR	43	1.1
2	DISAGREE	48	1.2
3	NEITHER	348	8.6
4	AGREE	726	17.9
5	STRONGLY AGREE	919	22.7



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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346 POWIDE NUM 2 AGREEW PE3 WIDE VARIETY OF JOBS: OFFICER

.	Inapplicable	1911	47.2
.D	Don't know	12	0.3
.N	Not ascertained	4	0.1
.R	Refused	1	0.0
1	STRONGLY DISAGR	110	2.7
2	DISAGREE	139	3.4
3	NEITHER	576	14.2
4	AGREE	717	17.7
5	STRONGLY AGREE	578	14.3

347 POPROUD NUM 2 AGREEW PE3 EXPERIENCE TO BE PROUD OF: OFFICER

.	Inapplicable	1911	47.2
.D	Don't know	15	0.4
.N	Not ascertained	4	0.1
.R	Refused	1	0.0
1	STRONGLY DISAGR	59	1.5
2	DISAGREE	70	1.7
3	NEITHER	378	9.3
4	AGREE	837	20.7
5	STRONGLY AGREE	773	19.1

348 POUSECOL NUM 2 AGREEW PE3 USE COLLEGE SKILLS: OFFICER

.	Inapplicable	1911	47.2
.D	Don't know	15	0.4
.N	Not ascertained	4	0.1
.R	Refused	1	0.0
1	STRONGLY DISAGR	78	1.9
2	DISAGREE	107	2.6
3	NEITHER	436	10.8
4	AGREE	807	19.9
5	STRONGLY AGREE	689	17.0

349 POINNOV NUM 2 AGREEW PE3 INNOVATIVE/CREATIVE: OFFICER

.	Inapplicable	1911	47.2
.D	Don't know	10	0.2
.N	Not ascertained	4	0.1
.R	Refused	1	0.0
1	STRONGLY DISAGR	88	2.2
2	DISAGREE	127	3.1
3	NEITHER	477	11.8
4	AGREE	789	19.5
5	STRONGLY AGREE	641	15.8

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

350 RANDKAP NUM 2 RANDKAY KA4 RANDOMIZE FIRST BRANCH FOR GI BILL

.	Inapplicable	2067	51.1
1	START: ARMY	504	12.5
2	START: AIR FORCE	493	12.2
3	START: NAVY	497	12.3
4	START: MARINES	487	12.0

351 PKAEARN NUM 2 YKAEARN KA7 EARN MONEY FOR COLLEGE IN ARMY

.	Inapplicable	2067	51.1
.D	Don't know	154	3.8
.R	Refused	4	0.1
1	YES	1740	43.0
2	NO	83	2.1

352 PKAEDBEN NUM 2 YKABEN KA1 AMOUNT OF ARMY EDUCATION BENEFITS

.	Inapplicable	2150	53.1
.D	Don't know	921	22.8
.R	Refused	7	0.2
1	UNDER \$5,000	95	2.3
2	\$5,000-\$9,999	160	4.0
3	\$10,000-\$14,999	235	5.8
4	\$15,000-\$19,999	166	4.1
5	\$20,000-\$24,999	166	4.1
6	\$25,000 OR MORE	148	3.7

353 PKALLCOL NUM 2 YKALCOL KA2 WOULD ARMY PAY FOR ENTIRE COLLEGE ED

.	Inapplicable	2150	53.1
.D	Don't know	220	5.4
.R	Refused	2	0.0
1	YES	749	18.5
2	NO	927	22.9

354 PKASAME NUM 2 YKASAME KA3 COMPAR ARMY EDUC BEN TO OTH BRANCHES

.	Inapplicable	2150	53.1
.D	Don't know	259	6.4
.R	Refused	3	0.1
1	MORE	92	2.3
2	LESS	119	2.9
3	ABOUT THE SAME	1425	35.2

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

355 PKAGIAR NUM 2 YKAGIAR KA4 DOES ARMY OFFER GI BILL

.	Inapplicable	2067	51.1
.D	Don't know	318	7.9
.R	Refused	6	0.1
1	DOES OFFER	1590	39.3
2	DOES NOT OFFER	67	1.7

356 PKAGIAF NUM 2 YKAGIAF KA4 DOES AIR FORCE OFFER GI BILL

.	Inapplicable	2067	51.1
.D	Don't know	553	13.7
.R	Refused	7	0.2
1	DOES OFFER	1291	31.9
2	DOES NOT OFFER	130	3.2

357 PKAGINA NUM 2 YKAGINA KA4 DOES NAVY OFFER GI BILL

.	Inapplicable	2067	51.1
.D	Don't know	579	14.3
.R	Refused	7	0.2
1	DOES OFFER	1244	30.7
2	DOES NOT OFFER	151	3.7

358 PKAGIMA NUM 2 YKAGIMA KA4 DOES MARINE CORPS OFFER GI BILL

.	Inapplicable	2067	51.1
.D	Don't know	575	14.2
.R	Refused	7	0.2
1	DOES OFFER	1253	31.0
2	DOES NOT OFFER	146	3.6

359 PKAYEARS NUM 2 KA5 MINIMUM ARMY ENLISTMENT

.	Inapplicable	2067	51.1
.D	Don't know	234	5.8
.R	Refused	1	0.0
1		16	0.4
2		853	21.1
3		487	12.0
4		364	9.0
5		6	0.1
6		14	0.3
7		1	0.0
8		2	0.0
10		1	0.0
20		2	0.0

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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360 PKADEP NUM 2 YKADEP KA6 CAN Y JOIN ARMY DEP &amp; ENTER YR LATER

.	Inapplicable	2067	51.1
.D	Don't know	291	7.2
.R	Refused	4	0.1
1	YES	1611	39.8
2	NO	75	1.9

361 PKARGJUN NUM 2 YKAJOIN KA8 CAN HS JRS AGE 17 JOIN RESERVE/GUARD

.	Inapplicable	2067	51.1
.D	Don't know	520	12.8
.R	Refused	4	0.1
1	YES	1152	28.5
2	NO	305	7.5

362 PKARGHS NUM 2 YKARGHS KA9 CAN ONLY HS GRADS JOIN RESERVE/GUARD

.	Inapplicable	3219	79.5
.D	Don't know	268	6.6
.R	Refused	4	0.1
1	YES	246	6.1
2	NO	311	7.7

363 PKAWARD NUM 2 YKAWARD KA10 WHO SPONSORS SCHOLAR-ATHLETE AWARD

.	Inapplicable	2067	51.1
.D	Don't know	1323	32.7
.R	Refused	13	0.3
1	MARINE CORPS	113	2.8
2	NATIONAL GUARD	25	0.6
3	ARMY RESERVE	361	8.9
4	AIR FORCE	75	1.9
5	NAVY	71	1.8

364 PKARGCOL NUM 2 YKACOL KA11 EARN COLLEGE MONEY IN RESERVE/GUARD

.	Inapplicable	2067	51.1
.D	Don't know	449	11.1
.R	Refused	7	0.2
1	YES	1434	35.4
2	NO	91	2.2

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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365 PKARGGI NUM 2 YKARGGI KA12 MAX GI BILL AMOUNT IN RESERVE/GUARD

.	Inapplicable	2614	64.6
.D	Don't know	930	23.0
.R	Refused	4	0.1
1	UNDER \$1,000	5	0.1
2	\$1,000 TO \$1,999	19	0.5
3	\$2,000 TO \$3,999	55	1.4
4	\$4,000 TO \$5,999	102	2.5
5	\$6,000 TO \$7,999	26	0.6
6	\$8,000 TO \$9,999	35	0.9
7	\$10,000 OR MORE	258	6.4

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

366 PDDOBY NUM 2 DE1 YEAR PARENT WAS BORN

.	Inapplicable	82	2.0
.D	Don't know	3	0.1
.R	Refused	8	0.2
0		1	0.0
5		1	0.0
7		1	0.0
9		1	0.0
13		1	0.0
15		1	0.0
16		1	0.0
18		6	0.1
19		1	0.0
20		1	0.0
21		4	0.1
22		14	0.3
23		12	0.3
24		12	0.3
25		12	0.3
26		18	0.4
27		24	0.6
28		35	0.9
29		43	1.1
30		60	1.5
31		50	1.2
32		59	1.5
33		71	1.8
34		80	2.0
35		70	1.7
36		98	2.4
37		128	3.2
38		153	3.8
39		177	4.4
40		204	5.0
41		239	5.9
42		269	6.6
43		285	7.0
44		250	6.2
45		243	6.0
46		251	6.2
47		284	7.0
48		223	5.5
49		171	4.2
50		148	3.7
51		114	2.8
52		67	1.7
53		38	0.9
54		13	0.3

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
366	PDDOBY	NUM	2		DE1 YEAR PARENT WAS BORN
	55			10	0.2
	56			5	0.1
	57			3	0.1
	58			1	0.0
	59			2	0.0
367	PDRACE	NUM	2	RACE	DE3 RACE OF PARENT
	.D			21	0.5
	.R			17	0.4
	1			3560	87.9
	2			366	9.0
	3			43	1.1
	4			41	1.0
368	PDHISP	NUM	2	YESNO	DE4 PARENT OF HISPANIC BACKGROUND
	.D			10	0.2
	.R			9	0.2
	1			275	6.8
	2			3754	92.7
369	PDMARITL	NUM	2	MARSTAT	DE6 MARITAL STATUS OF PARENT
	.D			2	0.0
	.R			5	0.1
	1			78	1.9
	2			3455	85.4
	3			91	2.2
	4			335	8.3
	5			82	2.0

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

370 PEDLEV NUM 2 YEDLEV DE9 PARENT'S HIGHEST LEVEL OF EDUCATION

.D	Don't know	25	0.6
.R	Refused	6	0.1
7	< 8TH GRADE	66	1.6
8	8TH GRADE	88	2.2
9	9TH GRADE	86	2.1
10	10TH GRADE	142	3.5
11	11TH GRADE	122	3.0
12	12TH GRADE	1560	38.5
13	1ST YR 4 YR COLL	211	5.2
14	2ND YR 4 YR COLL	231	5.7
15	3RD YR 4 YR COLL	128	3.2
16	4TH YR 4 YR COLL	439	10.8
17	5TH COL/1ST GRAD	166	4.1
18	2ND YR GRAD SCHL	129	3.2
19	3RD YR GRAD SCHL	45	1.1
20	> 3 YRS GRAD SCH	112	2.8
21	1ST YR JR/COMM	93	2.3
22	2ND YR JR/COMM	194	4.8
23	1ST VOC/BUS SCHL	100	2.5
24	2ND VOC/BUS SCHL	55	1.4
25	> 2 YRS VOC/BUS	50	1.2

371 PEDDIP NUM 2 YHSDIPL DE10 KIND OF HIGH SCHOOL DIPLOMA P HAS

.	Inapplicable	504	12.5
.D	Don't know	3	0.1
.R	Refused	1	0.0
1	REG H.S. DIPLOMA	3235	79.9
2	G.E.D.	241	6.0
3	A.B.E.	7	0.2
4	OTHR CERTIFICATE	20	0.5
5	NONE OF ABOVE	37	0.9

372 PEMPCUR NUM 2 PEMPCUR DE11 IS PARENT EMPLOYED

.D	Don't know	5	0.1
.R	Refused	1	0.0
1	YES, FULL-TIME	2866	70.8
2	YES, PART-TIME	423	10.4
3	NO	753	18.6



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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373 PEMPEVER NUM 2 YESNO DE12 PARENT EVER EMPLOYED FULL TIME

.	Inapplicable	2866	70.8
1	YES	1049	25.9
2	NO	133	3.3

374 PEMPEASY NUM 2 YEMPLOY DE13 DIFFICULTY OF Y FINDING JOB FROM P

.D	Don't know	39	1.0
.R	Refused	2	0.0
1	ALMOST IMPOSS	442	10.9
2	VERY DIFFICULT	938	23.2
3	SOMWHT DIFFICULT	1534	37.9
4	NOT DIFFICULT	1093	27.0

375 PDINCOME NUM 2 PINCOME DE29 INCOME OF PARENT

.D	Don't know	47	1.2
.R	Refused	194	4.8
1	LESS THAN 5,000	92	2.3
2	5,001 TO 10,000	168	4.2
3	10,001 TO 20,000	589	14.6
4	20,001 TO 30,000	771	19.0
5	30,001 TO 40,000	807	19.9
6	40,001 TO 50,000	548	13.5
7	50,001 AND ABOVE	832	20.6

376 PDMILSER NUM 2 YESNO DE30 HAS PARENT SERVED IN ARMED FORCES

.D	Don't know	1	0.0
1	YES	1079	26.7
2	NO	2968	73.3

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

377 PDMILBMM NUM 2 DOBMNTH DE31 MONTH PARENT BEGAN MILITARY SERVICE

.	Inapplicable	2969	73.3
.D	Don't know	68	1.7
1	JANUARY	107	2.6
2	FEBRUARY	79	2.0
3	MARCH	78	1.9
4	APRIL	64	1.6
5	MAY	75	1.9
6	JUNE	117	2.9
7	JULY	94	2.3
8	AUGUST	89	2.2
9	SEPTEMBER	117	2.9
10	OCTOBER	79	2.0
11	NOVEMBER	67	1.7
12	DECEMBER	45	1.1

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

378 PDMILBY NUM 2 DE31 YEAR PARENT BEGAN MILITARY SERVICE

.	Inapplicable	2975	73.5
.D	Don't know	19	0.5
16		1	0.0
39		1	0.0
41		6	0.1
42		17	0.4
43		13	0.3
44		8	0.2
45		7	0.2
46		13	0.3
47		5	0.1
48		7	0.2
49		8	0.2
50		17	0.4
51		30	0.7
52		35	0.9
53		30	0.7
54		33	0.8
55		45	1.1
56		41	1.0
57		46	1.1
58		47	1.2
59		39	1.0
60		59	1.5
61		62	1.5
62		51	1.3
63		62	1.5
64		64	1.6
65		66	1.6
66		81	2.0
67		39	1.0
68		39	1.0
69		42	1.0
70		14	0.3
71		5	0.1
72		6	0.1
73		2	0.0
74		2	0.0
75		2	0.0
76		2	0.0
77		2	0.0
78		3	0.1
79		2	0.0

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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379 PDMILNOW NUM 2 YESNO DE32 IS PARENT STILL IN ARMED FORCES

.	Inapplicable	2969	73.3
.D	Don't know	1	0.0
1	YES	63	1.6
2	NO	1015	25.1

380 PDMILEMM NUM 2 DOBMNTH DE33 MONTH PARENT FINISHED ARMED FORCES

.	Inapplicable	2969	73.3
.D	Don't know	105	2.6
1	JANUARY	88	2.2
2	FEBRUARY	62	1.5
3	MARCH	76	1.9
4	APRIL	75	1.9
5	MAY	88	2.2
6	JUNE	99	2.4
7	JULY	80	2.0
8	AUGUST	84	2.1
9	SEPTEMBER	108	2.7
10	OCTOBER	66	1.6
11	NOVEMBER	76	1.9
12	DECEMBER	72	1.8

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
381	PDMILEYY	NUM	2		DE33 YEAR PARENT FINISHED ARMED FORCES
	.				Inapplicable 2983 73.7
	.D				Don't know 44 1.1
	.R				Refused 1 0.0
	38				1 0.0
	43				1 0.0
	44				3 0.1
	45				15 0.4
	46				22 0.5
	47				7 0.2
	48				3 0.1
	49				4 0.1
	50				3 0.1
	51				3 0.1
	52				12 0.3
	53				16 0.4
	54				21 0.5
	55				39 1.0
	56				27 0.7
	57				21 0.5
	58				35 0.9
	59				24 0.6
	60				34 0.8
	61				26 0.6
	62				52 1.3
	63				36 0.9
	64				47 1.2
	65				38 0.9
	66				60 1.5
	67				63 1.6
	68				69 1.7
	69				54 1.3
	70				48 1.2
	71				44 1.1
	72				35 0.9
	73				21 0.5
	74				18 0.4
	75				11 0.3
	76				6 0.1
	77				6 0.1
	78				5 0.1
	79				8 0.2
	80				6 0.1
	81				3 0.1
	82				8 0.2
	83				6 0.1
	84				5 0.1
	85				10 0.2

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

---

381 PDMILEYY NUM 2 DE33 YEAR PARENT FINISHED ARMED FORCES

86	5	0.1
87	8	0.2
88	7	0.2
89	8	0.2
90	1	0.0
91	3	0.1
92	3	0.1
93	4	0.1
94	2	0.0
95	2	0.0
97	1	0.0

382 DEP33CHK NUM 2 CCHECK CONST CHECK: DE31, DE32 AND DE33 DATES

.	Inapplicable	4043	99.9
1	INCONSIST. DATA	5	0.1

383 PDMILBR NUM 2 PDMILBR DE34 BRANCH OF SERVICE PARENT WAS IN

.	Inapplicable	2969	73.3
.D	Don't know	10	0.2
1	ARMY	551	13.6
2	NAVY	223	5.5
3	MARINES	77	1.9
4	AIR FORCE	206	5.1
5	COAST GUARD	12	0.3

384 PDCOMP NUM 2 PDCOMP DE35 WAS PARENT IN ROTC, GUARD, RESERVE

.	Inapplicable	3497	86.4
.D	Don't know	5	0.1
.N	Not ascertained	1	0.0
1	YES, ROTC	33	0.8
2	YES, NAT GUARD	90	2.2
3	YES, ARMY RESERV	136	3.4
4	NO	286	7.1

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
385	PIWIDE	NUM	2	RANGIMP	IA IMP OF OPPORT TO FIND A JOB
	.D			Don't know	23 0.6
	.Q			Not on quex	645 15.9
	.R			Refused	1 0.0
	1			NOT AT ALL IMPOR	43 1.1
	2			SCALE POINT 2	42 1.0
	3			SCALE POINT 3	196 4.8
	4			SCALE POINT 4	502 12.4
	5			VERY IMPORTANT	2596 64.1
386	PISERPAR	NUM	2	RANGIMP	IA IMP OF WORKING PART-TIME
	.D			Don't know	42 1.0
	.Q			Not on quex	645 15.9
	1			NOT AT ALL IMPOR	365 9.0
	2			SCALE POINT 2	358 8.8
	3			SCALE POINT 3	982 24.3
	4			SCALE POINT 4	672 16.6
	5			VERY IMPORTANT	984 24.3
387	RANDPEPO	NUM	2	RANORDER	WHICH PE REFERENT IS FIRST ON SCREEN
	.			Inapplicable	705 17.4
	.Q			Not on quex	645 15.9
	1			RANDOMIZATION=1	1317 32.5
	2			RANDOMIZATION=2	1381 34.1

When a PE attribute question is asked for two referents, this variable determines which referent is presented first. One referent is always active Army; the other may be USAR, ARNG, USAF, USNA, USMC, all services, job, or college. This variable contains missing data for parents assigned the ROTC PE questions and no active Army PE questions. RANDPEPO was not used in Version 1 of the questionnaire.

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

---

388 RANDPEPA NUM 2 RANDPEYA PEP1,4,5 RANDOM START: ARMY & ARV/ANG

.	Inapplicable	2288	56.5
.0	Not on quex	645	15.9
1	START: A) WIDE	67	1.7
2	START: B) PHYS	77	1.9
3	START: C) PROUD	70	1.7
4	START: D) STEP	60	1.5
5	START: E) LEADER	83	2.1
6	START: F) HITECH	49	1.2
7	START: G) CIVCAR	64	1.6
8	START: H) SELCON	70	1.7
9	START: I) POTEN	55	1.4
10	START: J) MENTAL	61	1.5
11	START: K) MATURE	63	1.6
12	START: L) TRAIN	64	1.6
13	START: M) HIQUAL	77	1.9
14	START: N) CASHED	60	1.5
15	START: O) HOME	50	1.2
16	START: P) WEEKEN	81	2.0
17	START: Q) SERPAR	64	1.6

This variable contains the random start point for Perceptions/ Beliefs attributes for parents who received both active Army and either Army Reserve or Army National Guard attribute questions. All values have an equal probability of selection. RANDPEPA was not used in Version 1 of the questionnaire.



ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
389	RANDPEPB	NUM	2	RAND1PE	PEP1,6 RANDOM START: ARMY & AF/MC/NA/ALL
.					Inapplicable 2321 57.3
.0					Not on quex 645 15.9
1					START: A) WIDE 94 2.3
2					START: B) PHYS 70 1.7
3					START: C) PROUD 86 2.1
4					START: D) STEP 77 1.9
5					START: E) LEADER 82 2.0
6					START: F) HITECH 72 1.8
7					START: G) CIVCAR 77 1.9
8					START: H) SELCON 71 1.8
9					START: I) POTEN 67 1.7
10					START: J) MENTAL 78 1.9
11					START: K) MATURE 70 1.7
12					START: L) TRAIN 71 1.8
13					START: M) HIQUAL 81 2.0
14					START: N) CASHED 86 2.1

This variable contains the random start point for Perceptions/ Beliefs attributes for parents who received active Army as well as one other service (Air Force, Navy, Marine Corps, or all military services) attribute questions. All values have an equal probability of selection. RANDPEPB was not used in Version 1 of the questionnaire.

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

---

390 RANDPEPC NUM 2 RAND1PE PEP1,7 RANDOM START: ARMY & WORK FORCE

.	Inapplicable	3151	77.8
.Q	Not on quex	645	15.9
1	START: A) WIDE	8	0.2
2	START: B) PHYS	22	0.5
3	START: C) PROUD	20	0.5
4	START: D) STEP	16	0.4
5	START: E) LEADER	27	0.7
6	START: F) HITECH	14	0.3
7	START: G) CIVCAR	19	0.5
8	START: H) SELCON	19	0.5
9	START: I) POTEN	13	0.3
10	START: J) MENTAL	18	0.4
11	START: K) MATURE	20	0.5
12	START: L) TRAIN	19	0.5
13	START: M) HIQUAL	18	0.4
14	START: N) CASHED	19	0.5

This variable contains the random start point for Perceptions/ Beliefs attributes for parents who received active Army and civilian job questions. All values have an equal probability of selection. RANDPEPC was not used in Version 1 of the questionnaire.

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

---

391 RANDPEPD NUM 2 RAND1PE PEP1,8 RANDOM START: ARMY & COLLEGE

.	Inapplicable	3154	77.9
.Q	Not on quex	645	15.9
1	START: A) WIDE	24	0.6
2	START: B) PHYS	18	0.4
3	START: C) PROUD	23	0.6
4	START: D) STEP	23	0.6
5	START: E) LEADER	21	0.5
6	START: F) HITECH	13	0.3
7	START: G) CIVCAR	21	0.5
8	START: H) SELCON	11	0.3
9	START: I) POTEN	13	0.3
10	START: J) MENTAL	15	0.4
11	START: K) MATURE	14	0.3
12	START: L) TRAIN	19	0.5
13	START: M) HIQUAL	19	0.5
14	START: N) CASHED	15	0.4

This variable contains the random start point for Perceptions/ Beliefs attributes for parents who received active Army and college questions. All values have an equal probability of selection. RANDPEPD was not used in Version 1 of the questionnaire.

392 PVSERPAR NUM 2 AGREEW PE4 PART-TIME WORK: RESERVE

.	Inapplicable	2792	69.0
.D	Don't know	13	0.3
.Q	Not on quex	645	15.9
.R	Refused	1	0.0
1	STRONGLY DISAGR	40	1.0
2	DISAGREE	59	1.5
3	NEITHER	177	4.4
4	AGREE	201	5.0
5	STRONGLY AGREE	120	3.0

393 PGSERPAR NUM 2 AGREEW PE5 PART-TIME WORK: GUARD

.	Inapplicable	2822	69.7
.D	Don't know	9	0.2
.Q	Not on quex	645	15.9
1	STRONGLY DISAGR	40	1.0
2	DISAGREE	65	1.6
3	NEITHER	162	4.0
4	AGREE	178	4.4
5	STRONGLY AGREE	127	3.1

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
394	PREPL1	NUM	8		REPLICATE WEIGHT 1
		POSITIVE			1993 49.2
		ZERO			2055 50.8
395	PREPL2	NUM	8		REPLICATE WEIGHT 2
		POSITIVE			2047 50.6
		ZERO			2001 49.4
396	PREPL3	NUM	8		REPLICATE WEIGHT 3
		POSITIVE			2007 49.6
		ZERO			2041 50.4
397	PREPL4	NUM	8		REPLICATE WEIGHT 4
		POSITIVE			2003 49.5
		ZERO			2045 50.5
398	PREPL5	NUM	8		REPLICATE WEIGHT 5
		POSITIVE			2027 50.1
		ZERO			2021 49.9
399	PREPL6	NUM	8		REPLICATE WEIGHT 6
		POSITIVE			2055 50.8
		ZERO			1993 49.2
400	PREPL7	NUM	8		REPLICATE WEIGHT 7
		POSITIVE			2010 49.7
		ZERO			2038 50.3
401	PREPL8	NUM	8		REPLICATE WEIGHT 8
		POSITIVE			2000 49.4
		ZERO			2048 50.6
402	PREPL9	NUM	8		REPLICATE WEIGHT 9
		POSITIVE			1981 48.9
		ZERO			2067 51.1

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
403	PREPL10	NUM	8		REPLICATE WEIGHT 10
		POSITIVE			2048 50.6
		ZERO			2000 49.4
404	PREPL11	NUM	8		REPLICATE WEIGHT 11
		POSITIVE			1953 48.2
		ZERO			2095 51.8
405	PREPL12	NUM	8		REPLICATE WEIGHT 12
		POSITIVE			1992 49.2
		ZERO			2056 50.8
406	PREPL13	NUM	8		REPLICATE WEIGHT 13
		POSITIVE			2073 51.2
		ZERO			1975 48.8
407	PREPL14	NUM	8		REPLICATE WEIGHT 14
		POSITIVE			2026 50.0
		ZERO			2022 50.0
408	PREPL15	NUM	8		REPLICATE WEIGHT 15
		POSITIVE			2058 50.8
		ZERO			1990 49.2
409	PREPL16	NUM	8		REPLICATE WEIGHT 16
		POSITIVE			1974 48.8
		ZERO			2074 51.2
410	PREPL17	NUM	8		REPLICATE WEIGHT 17
		POSITIVE			1975 48.8
		ZERO			2073 51.2
411	PREPL18	NUM	8		REPLICATE WEIGHT 18
		POSITIVE			2047 50.6
		ZERO			2001 49.4

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
412	PREPL19	NUM	8		REPLICATE WEIGHT 19
		POSITIVE			1983 49.0
		ZERO			2065 51.0
413	PREPL20	NUM	8		REPLICATE WEIGHT 20
		POSITIVE			2021 49.9
		ZERO			2027 50.1
414	PREPL21	NUM	8		REPLICATE WEIGHT 21
		POSITIVE			1918 47.4
		ZERO			2130 52.6
415	PREPL22	NUM	8		REPLICATE WEIGHT 22
		POSITIVE			2026 50.0
		ZERO			2022 50.0
416	PREPL23	NUM	8		REPLICATE WEIGHT 23
		POSITIVE			1997 49.3
		ZERO			2051 50.7
417	PREPL24	NUM	8		REPLICATE WEIGHT 24
		POSITIVE			2051 50.7
		ZERO			1997 49.3
418	PREPL25	NUM	8		REPLICATE WEIGHT 25
		POSITIVE			2003 49.5
		ZERO			2045 50.5
419	PREPL26	NUM	8		REPLICATE WEIGHT 26
		POSITIVE			2088 51.6
		ZERO			1960 48.4
420	PREPL27	NUM	8		REPLICATE WEIGHT 27
		POSITIVE			2023 50.0
		ZERO			2025 50.0

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
421	PREPL28	NUM	8		REPLICATE WEIGHT 28
		POSITIVE		2005	49.5
		ZERO		2043	50.5
422	PREPL29	NUM	8		REPLICATE WEIGHT 29
		POSITIVE		2046	50.5
		ZERO		2002	49.5
423	PREPL30	NUM	8		REPLICATE WEIGHT 30
		POSITIVE		1989	49.1
		ZERO		2059	50.9
424	PREPL31	NUM	8		REPLICATE WEIGHT 31
		POSITIVE		2021	49.9
		ZERO		2027	50.1
425	PREPL32	NUM	8		REPLICATE WEIGHT 32
		POSITIVE		2040	50.4
		ZERO		2008	49.6
426	PXAD12AR	NUM	2	YXADF	UNAIDED + AIDED RECALL ACTIVE ARMY ADS
	1			RECALLS AD	3606 89.1
	2			DOESN' T RECALL	442 10.9
427	PXAD12RO	NUM	2	YXADF	UNAIDED + AIDED RECALL ARMY ROTC ADS
	1			RECALLS AD	2093 51.7
	2			DOESN' T RECALL	1955 48.3
428	PXAD12NG	NUM	2	YXADF	UNAIDED + AIDED RECALL ARMY NATL GUARD
	1			RECALLS AD	2300 56.8
	2			DOESN' T RECALL	1748 43.2
429	PXAD12RV	NUM	2	YXADF	UNAIDED + AIDED RECALL ARMY RESERVE ADS
	1			RECALLS AD	2361 58.3
	2			DOESN' T RECALL	1687 41.7

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
430	PXAD12AF	NUM	2	YXADF	UNAIDED + AIDED RECALL AIR FORCE ADS
	1			RECALLS AD	2995 74.0
	2			DOESN' T RECALL	1053 26.0
431	PXAD12NA	NUM	2	YXADF	UNAIDED + AIDED RECALL NAVY ADS
	1			RECALLS AD	2748 67.9
	2			DOESN' T RECALL	1300 32.1
432	PXAD12MC	NUM	2	YXADF	UNAIDED + AIDED RECALL MARINE CORPS ADS
	1			RECALLS AD	3135 77.4
	2			DOESN' T RECALL	913 22.6
433	PXAD12CG	NUM	2	YXADF	UNAIDED + AIDED RECALL COAST GUARD ADS
	1			RECALLS AD	1522 37.6
	2			DOESN' T RECALL	2526 62.4
434	PXAD12AL	NUM	2	YXADF	UNAIDED + AIDED RECALL JRAP ADS
	1			RECALLS AD	1768 43.7
	2			DOESN' T RECALL	2280 56.3
435	PXKAEARN	NUM	2	YXKAF	KNOW: EARN MONEY FOR COLLEGE IN ARMY
	.			Inapplicable	2067 51.1
	1			KNOWS ANSWER	1740 43.0
	2			INCORRECT ANSWER	241 6.0
436	PXKAEDBN	NUM	2	YXKAF	KNOW: AMOUNT OF ARMY EDUCATION BENEFITS
	.			Inapplicable	2067 51.1
	1			KNOWS ANSWER	480 11.9
	2			INCORRECT ANSWER	1501 37.1
437	PXKASAME	NUM	2	YXKAF	KNOW: COMPAR ARMY ED BEN TO OTH BRANCHES
	.			Inapplicable	2067 51.1
	1			KNOWS ANSWER	92 2.3
	2			INCORRECT ANSWER	1889 46.7



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

438 PXXKAGIAR NUM 2 YXKAF KNOW: DOES THE ARMY OFFER THE GI BILL

. Inapplicable 2067 51.1  
1 KNOWS ANSWER 1590 39.3  
2 INCORRECT ANSWER 391 9.7

439 PXXKAGIAF NUM 2 YXKAF KNOW: DOES THE AIR FORCE OFFER GI BILL

. Inapplicable 2067 51.1  
1 KNOWS ANSWER 1291 31.9  
2 INCORRECT ANSWER 690 17.0

440 PXXKAGINA NUM 2 YXKAF KNOW: DOES THE NAVY OFFER THE GI BILL

. Inapplicable 2067 51.1  
1 KNOWS ANSWER 1244 30.7  
2 INCORRECT ANSWER 737 18.2

441 PXXKAGIMA NUM 2 YXKAF KNOW: DOES MARINE CORPS OFFER GI BILL

. Inapplicable 2067 51.1  
1 KNOWS ANSWER 1253 31.0  
2 INCORRECT ANSWER 728 18.0

442 PXXKAYRS NUM 2 YXKAF KNOW: MINIMUM ARMY ENLISTMENT

. Inapplicable 2067 51.1  
1 KNOWS ANSWER 853 21.1  
2 INCORRECT ANSWER 1128 27.9

443 PXXKADEP NUM 2 YXKAF KNOW: CAN Y JOIN ARMY DEP, ENTER YR LATR

. Inapplicable 2067 51.1  
1 KNOWS ANSWER 1611 39.8  
2 INCORRECT ANSWER 370 9.1

444 PXXKARGJN NUM 2 YXKAF KNOW: CAN HS JRS AGE 17 JOIN RESERVE/NG

. Inapplicable 2067 51.1  
1 KNOWS ANSWER 1152 28.5  
2 INCORRECT ANSWER 829 20.5

445 PXXKARGHS NUM 2 YXKAF KNOW: CAN ONLY HS GRADS JOIN RESERVE/NG

. Inapplicable 2067 51.1  
1 KNOWS ANSWER 1463 36.1  
2 INCORRECT ANSWER 518 12.8

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
446	PXKAWARD	NUM	2	YXKAF	KNOW: WHO SPONSORS SCHOLAR-ATHLETE AWARD
	.			Inapplicable	2067 51.1
	1			KNOWS ANSWER	361 8.9
	2			INCORRECT ANSWER	1620 40.0
447	PXKARGCL	NUM	2	YXKAF	KNOW: EARN COLLEGE MONEY IN RESERVE/NG
	.			Inapplicable	2067 51.1
	1			KNOWS ANSWER	1434 35.4
	2			INCORRECT ANSWER	547 13.5
448	PXKARGGI	NUM	2	YXKAF	KNOW: MAX GI BILL AMOUNT IN RESERVE/NG
	.			Inapplicable	2067 51.1
	1			KNOWS ANSWER	102 2.5
	2			INCORRECT ANSWER	1879 46.4
449	SCHOLGRP	NUM	2	SGFMT	ACADEMIC STATUS (FOR QUALITY INDEX)
	1			HS DIPL GRAD	1590 39.3
	2			HS SENIOR	991 24.5
	3			HS STUD. < SR.	1451 35.8
	4			OTHER	16 0.4
This variable, which summarizes the target youth's academic status, was computed for the Orvis quality index, using the algorithm developed by Rand.					
450	HIWGT	NUM	8		ESTIMATED PROB. AFQT CAT. I-IIIA
				POSITIVE	4048 100.0
This variable, which represents the estimated probability that the target youth would score in categories I-IIIA if he or she took the AFQT, was computed for the Orvis quality index using the algorithm developed by Rand.					
451	LOWGT	NUM	8		ESTIMATED PROB. AFQT CAT. IIIB-V
				POSITIVE	4048 100.0
This variable, which represents the estimated probability that the target youth would score in categories IIIB-V if he or she took the AFQT, was computed for the Orvis quality index using the algorithm developed by Rand.					

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

---

452 PTVSH6 NUM 2 YESNO MH13 DOES P WATCH TOUR OF DUTY

.	Inapplicable	552	13.6
.D	Don't know	5	0.1
.Q	Not on quex	2944	72.7
1	YES	83	2.1
2	NO	464	11.5

This question was added in the fifth version of the instrument.

## APPENDIX F. INTRODUCTION TO PARNVERB FILE

The PARNVERB file is a separate data file containing unitized responses to the verbatim questions in the ACOMS questionnaire (KR-15 and KR-17). Based on aided and unaided responses to the Knowledge-Recall section of the ACOMS questionnaire, parent respondents were asked for verbatim impressions relating to Army advertising messages (if they recalled seeing or hearing Army ads), and for impressions of one other service or component that they recalled. These questions are labeled KR-15 for Army and KR-17 for other services.

Subsequent to data collection, the ACOMS data preparation staff reviewed these verbatim responses and unitized them according to the coding scheme described in Table F-1. Unitization is the process of separating the respondent's verbatim answers into discrete blocks of text corresponding to a single idea or thought, and assigning codes to those blocks (or units). The result is the PARNVERB file, which contains all available unitized responses to KR-15 and KR-17 for the parents in the main survey data file "PARNMAIN." PARNVERB is distinct from PARNMAIN both because of the emphasis on verbatim text rather than numeric codes, and because of the intermediate coding activity that was performed on the data.

### Relationship of PARNVERB to Hard Copy Questionnaire

Before using the PARNVERB data file, it may be useful to review briefly the Knowledge-Recall section of the ACOMS annotated questionnaire. Notice that a respondent is first asked which service or component advertisements he or she can recall without aid (KR-1). This is followed by testing the respondent's aided recall for those services or components not mentioned in KR-1 (KR-5 through KR-13).

If the parent recalled an Army advertisement either in KR-1 (unaided) or in KR-6 (aided), he or she is asked KR-15 (the verbatim impressions of Army ad messages). One service or component is then selected randomly from all other military advertising recalled (aided or unaided), and the respondent's impressions are collected in KR-17. Note that, depending on the parent's responses to KR-1 through KR-13, he or she may be asked either KR-15 or KR-17, both, or neither.

### File Layout of PARNVERB

A complete listing of variables on the PARNVERB data file is shown in Table F-2. The observations are sorted by CASEID and YUTHNUM, to match the PARNMAIN file; they are further sorted by UNISCRN, so that the KR-15 unitized responses always precede those for KR-17 for any parent.

Table F-1

Coding Scheme for UNICODE on PARNVERB

Code	Verbatim Category
.	INAPPLICABLE
.R	REFUSED
.D	DK
.N	NOT ASCERTAINED
100	SERVICE
110	SERVE COMMUNITY
120	SERV AMR IN HTWN
130	PT MIL & CIV JOB
140	TIME HONOR TRAD
150	EXPER PROUD OF
161	SERVE COUNTRY
200	CHALLENGE
210	PHYSICAL CHALENG
220	MENTAL CHALLENGE
300	JOB/CAREER DEVL
310	TRAINING OPPRTUN
320	JOB OPPRTUNS
330	WRK HITECH EQUIP
340	CIV CAREER DEVL
351	VOCATIONAL TRAIN
400	SELF-DEVELOPMENT
410	DEV LEADER SKILL
420	DEV SELF-CONFID
430	DEV MATURE PERSN
440	DEV POTENTIAL
450	ADVTG OVER COLLG
460	WRK HIQUAL PEOP
471	DEV DISCIPLINE
481	DEVELOP PRIDE
500	MONEY/BENEFITS
600	EDUC/BENEFITS
700	TRAVEL
800	FRAGMENT IMPRESN
810	EXCITNG WEEKENDS
821	ADVENTURE
822	EXCITEMENT
823	FUN
831	RESPECT
841	OPPORTUNITY
851	LEARNING
861	EXPERIENCE
871	HELPING
881	BETTER FUTURE
900	OTHER
911	DETAILS/DESCR AD
921	SLOGAN RECALL
931	DISBELIEF IN AD
941	IGNORES ADS
951	JOIN/ENLIST
961	POS MISC COMMENT
971	NEG MISC COMMENT

Table F-2

## Contents of the PARNVERB Data File

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NUMBER OF VARIABLES: 8

## ---LIST OF VARIABLES AND ATTRIBUTES---

#	VARIABLE	TYPE	LENGTH	LABEL
1	CASEID	CHAR	8	HOUSEHOLD ID NUMBER
2	YUTHNUM	CHAR	2	YOUTH ID NUMBER
3	UNISCRN	CHAR	8	QUESTION NUMBER: PARENT
4	UNIUNIT	NUM	2	RESPONSE UNIT NUMBER: PARENT
5	UNISUB	NUM	2	RESPONSE SUBUNIT NUMBER: PARENT
6	UNICODE	NUM	3	CODING CATEGORY: PARENT
7	UNITEXT	CHAR	45	VERBATIM TEXT OF RESPONSE: PARENT
8	SERVICE	NUM	2	SERVICE OR COMPONENT REFERENCED: PARENT

---

Multiple Records: UNIUNIT and UNISUB

For each verbatim question, the response may contain up to five unitizations, e.g., the parent may have mentioned up to five distinct impressions in his or her response. These unitizations are contained in the variable UNIUNIT, which can range from one to five, per screen, per parent; UNIUNIT indicates the number of units per response. Because the text field (UNITEXT), which contains the actual unitized response, is limited to 45 characters, and because it is possible for a unitized response to exceed those 45 characters, the variable UNISUB indicates the subrecord number within a single unitized response.

Other PARNVERB Variables: UNISCRN, UNICODE, UNITEXT and SERVICE

For each observation, the PARNVERB data file contains these four variables. UNISCRN refers to the screen name, and will be either KR-15 or KR-17 for all observations. UNICODE is the code assigned by the ACOMS data preparation staff to indicate the nature of the unitized response (see Table F-1 for coding scheme). UNITEXT is the actual text of the unitized verbatim response, as recorded by the telephone interviewers. SERVICE indicates which service or component the verbatim question for that observation is referring to; note that, since a 0 in SERVICE refers to Army, all KR-15 observations will have SERVICE = 0, while all KR-17 observations will have a nonzero value in SERVICE.

## Relationship of PARNVERB to the PARNMAIN Data File

### Matching Observations

As mentioned above, there may be multiple PARNVERB observations for each record in PARNMAIN. Every observation in PARNVERB will match a parent record in PARNMAIN, although, because of skip patterns, not every record in PARNMAIN necessarily has a corresponding set of PARNVERB observations.

### Key Variables on PARNMAIN: PKRMSGAR and PKRMSGOT

In addition to the analytic Knowledge-Recall variables which determine the verbatim questions a parent will receive, Westat has derived two variables (on PARNMAIN) to aid analysis. PKRMSGAR indicates the status of the parent's response to KR-15:

- 1 - received KR-15 and has one or more PARNVERB observations,
- 2 - answers to KR-1 through KR-13 cause KR-15 to be skipped,
- .R - received KR-15 but refused to answer, and
- .D - answered "Don't Know" to KR-15.

PKRMSGOT contains the status of the parent's response to KR-17, using the same format. Note that refusals and don't-knows to KR-15 and KR-17 were not unitized, because of the lack of text.